



### PBS group inquiry

**THE** government's plans to create new therapeutic medicines groupings in the next financial year (PD 03 Nov) have come under scrutiny from the federal opposition, which has called for a full Senate inquiry into the issue.

The added groupings would include new categories for some antidepressants and bone disorder medications which are listed on the PBS, and would see the cheapest drug in each group used as the base for reimbursement.

The gov't's plans are aimed at saving \$42.2 million per annum.

### Loyalty pays off for Priceline

**PRICELINE'S** ClubCard loyalty program is currently growing by about 40,000 new members a month, with participants spending on average 30% more than non-members in Priceline stores.

The figures were revealed by Priceline general manager Michael Langham, as he celebrated the recent win by Priceline in the Australia Direct Marketing Association (ADMA) Awards.

Priceline was named joint winner of the Most Effective Customer Relationship Management Program alongside Woolworths.

Priceline's Clubcard loyalty scheme is one of the biggest retail-based loyalty programs in Australia, with around 3 million members.

Langham said there had been significant growth in the program since it relaunched a year ago.

"Customers are coming to Priceline for all their health and beauty needs and our new program complements that by rewarding them more than ever before with special member days, product offers, pamper vouchers and of course the normal discount vouchers," Langham said.

### Pfizer HRT damages

**A JURY** in the USA has ordered Pfizer to pay US\$28 million in compensation to a breast cancer survivor, deciding that Pfizer's Premarin, Prempro and Provera had contributed to her cancer.

### Assent for TGA act

**GOVERNOR** General Quentin Bryce has given Royal Assent to the *Therapeutic Goods Amendment (2009 Measures No 2) Act 2009*, meaning that it can now take effect.

Among other changes the new law makes it an offence to advertise a therapeutic good inappropriately for a purpose that has not been accepted in relation to the product.

It also means that from 01 Jul next year new arrangements for the separate scheduling of medicines and chemicals will come into effect.

### Sunscreen assurance

**THE** Australasian College of Dermatologists has issued a statement reassuring the public that TGA-approved sunscreens are safe to be used on a regular basis, with regular sunscreens providing better protection than so-called 'natural' sunscreens containing vitamins.

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### Win an A'kin Radiance Serum



Every day this week, A'kin is giving **Pharmacy Daily** readers the chance to win an **[A'kin] Pure Alchemy Cellular Radiance Serum**, valued at \$39.95 each.

Energise, brighten and revitalise your skin with **[A'kin] Pure Alchemy Cellular Radiance Serum** with pomegranate, seabuckthorn antioxidants and omega 9, 3 and 6. You can win this uniquely potent, pure dual-action serum packed with

nature's finest extracts, specifically chosen by scientists from **[A'kin]** to deliver immediate skin brightness.

Long term, your skin will look energised and fine lines and wrinkles appear diminished.

**For your chance to win this great prize, simply be the first reader to email the correct answer to the daily question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).**

**A'kin] Pure Alchemy Cellular Radiance Serum is suitable for which skin types?**

**Congratulations to yesterday's winner Devina Jogia of Deepdene Pharmacy who correctly answered Vitamin A and Vitamin E.**

Check out the Purist website for hints at [www.purist.com](http://www.purist.com).

**[A'kin]**

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all the latest health, beauty and new  
products for pharmacy!

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### Treating Nappy Rash

**Ego Resolve Nappy Rash** is a great way to treat fungal infected nappy rash. It has a low irritant formula, is fragrance and colour free and has an effective moisturising base. The cream also contains dimethicone to act as a barrier to protect the skin from irritants.

**RRP: 15g tube \$6.99**

**Stockists: Ego Pharmaceuticals all wholesalers**

**Tel: (03) 9586 8824**



### Inspired by Venice

The **Clarins Collector Face Palette** gives shimmering highlights to your face and decollete. The soft beige powder is inspired by the golden palaces of Venice, and is a kaleidoscope of matte and glossy colour, presented in a gold case.

**RRP: \$65**

**Stockist: Trimex**

**Tel: (02) 9663 4277**

### Think Zinke!

**Key Sun Zinke** range offers a total sun block by forming an opaque film over the skin reflecting and scattering UVA and UVB rays. The range includes Clear Zinke, Sports Strength and After Sun Gel and LipBalm and all offer superior water resistance.

**RRP: from \$3.99**

**Stockists: Key Sun**

**Tel: 1800 791 381**



### Chrome Nails!

The **BYS nail polish** range has been extended to include 10 new **CHROME** nail polishes. The polishes are all long wearing, chip resistant and quick drying, and also reasonably priced so won't break the budget!

**RRP: \$4.95**

**Stockists: www.bys.com.au**

**Tel: (03) 9551 4666**

### Soft summer lips.

**Huni Anytime Lip Treatment** instantly moisturises to soften and smooth your lips, which may be damaged by harsh summer conditions. Containing a combination of avocado, kiwifruit seed and macadamia oils, manuka honey, shea butter and natural beeswax, huni ensures that its users lips will always look their best.

**RRP: \$15.00**

**Stockists: www.comvitahuni.com**

**Tel: 1800 466 392**



## DISPENSARY CORNER

**IT'S** hard to believe, but police in Peru claim to have smashed a criminal gang which is alleged to have killed several dozen people and sold their fat to make cosmetics.

Four men were arrested on charges of kidnapping, murder and "trafficking in human fat," with officers saying they're investigating up to 60 human disappearances in the remote Huanaco region of Peru in connection with the case.

The probe started after officers heard about a shipment of fat which arrived in the capital Lima by bus from Peru's mountains, with offenders apparently confessing to the horror, admitting they extracted the fat in "rudimentary laboratories" and storing it in soft drink and water bottles before shipping the grisly product to their customers.

**SOLDIERS** in the eastern European country of Moldova have been issued with a special extra ration of onion and garlic in order to ward off swine flu.

The defence ministry's chief doctor, Sergiu Vasilata, confirmed that "we have introduced an extra 25 grams of onion and 15 grams of garlic in their daily ration".

So far 19 Moldovan soldiers have been admitted to hospital with acute respiratory infections related to influenza A (H1N1).

**AND** speaking of swine flu mistletoe may not be much in demand this Christmas in the UK, where etiquette experts have warned against the custom of kissing under the festive plant because of fears of swine flu.

Jo Bryant, a spokesperson for social authority Debrett's, is warning people to observe proper etiquette by kissing others on the cheek instead of on the lips, and to avoid touching the person being kissed except on the shoulder or upper arms.

She also said people who have been drinking a lot should keep clear of mistletoe because "their social skills will be impaired".