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Gold Cross boost

THE Pharmacy Guild says a recent survey of consumer recognition for its Gold Cross brand has seen awareness almost double as a result of the second phase of its marketing campaign which links product advertising with the Gold Cross brand.

Before the campaign which launched in 2008 consumer recognition was 44% of those surveyed, with this figure soaring to 74% in the most recent survey.

Advertisers also report strong sales lifts as a result of the campaign, in which the most recent versions focus on Mersyndol Day Strength in conjunction with sanofi-aventis.

The campaign aims to make the Gold Cross a 'Universal Trademark' for trust, service and advice, said acting Guild President, Tim Logan.

Cancer breakthrough

A University of Cambridge report has linked a faulty gene with over half of breast cancer patients studied.

According to researchers humans are born with the gene which acts to stop cancer cells growing but when damaged, it allows cells to multiply, causing tumours.

Pharmacy workforce survey

MORE than half of the male pharmacists currently working in Victoria will retire over the next 10-15 years, according to a Victorian Pharmacy Labour Force Survey released by the Victorian Department of Health yesterday.

The report, compiled from data collected in 2007, shows the number of registered pharmacists in Victoria rose by 9% between 2004-07, with 74% of respondents having also received their initial pharmacy qualifications in Vic educational institutions.

Most of the pharmacy employees surveyed were found to work within the private community/retail sector, whilst the public workforce was most likely to be staffed by young females.

The latest results also showed that pharmacy employees were more likely to delay retirement as in comparison with the 2004 results which found that 74% of respondents planned to leave upon reaching retirement age.

There has also been a 4% hike in the number of pharmacy employees under salary contracts, the majority

of whom were found to hold a permanent part time/full time position, a significant 16% rise from 04 survey results.

Of those surveyed a 71% majority of community and retail pharmacists were found to be working as pharmacists in charge, whilst sole proprietors on average tended to work approximately seven hours more than their partner-proprietor counterparts.

The survey also found that pharmacies themselves were primarily located away from shopping centres, with 74% occupying stand alone locations.

Vision Van success

AUSTRALIA'S Vision Van is currently on its national third tour, visiting Tas, Vic, ACT, SA and NSW regional townships providing free eye screening to people over 50 testing for age-related macular degeneration (AMD).

Along the way the Van has collected data showing that AMD is affecting one in eight Aussies, which backs up claims from the latest eye assessment study which stated one in seven people over 50 suffer AMD.

With the support of the Pharmacy Guild the Van has so far detected signs of AMD in 302 persons who otherwise would have had limited access to optometry care.

Pharmacy scholarships

PHARMACY Cricket is reminding students that they only have until 19 Oct to get their applications in for this year's Pharmacy Cricket Scholarships, worth \$2500 each.

There's no requirement to play, watch or have involvement in cricket, with the scholarships on offer to students in 3rd or 4th year at any pharmacy school in Australia.

The criteria is available by emailing hodgsong@bigpond.com.

HIV/AIDS milestone

THE 100th antiretroviral HIV/AIDS drug has just received FDA approval for use in the US, as part of President Obama's emergency plan for AIDS relief.

Currently 29 of the available drugs are new developments and 71 are generic copies of previously authorized antiretroviral products, in addition to seven new paediatric products for developing countries.

Ginkgo adulteration

MELBOURNE academic Dr. Ken Harvey has slammed the TGA's Ginkgo Biloba test results (**PD** yesterday), claiming that the TGA has neglected to point out that some samples had failed identity tests for the active ingredients.

According to Dr. Harvey, almost one third of the samples tested, had in fact already failed the U.S Pharmacopoeia identity test for Ginkgo Biloba because 'they had ratios of flavonoid components that were consistent with adulteration, not natural variation'.

Dr. Harvey sparked the TGA probe earlier this year ((**PD** 14 May) when he made a freedom of information request regarding details of adulteration testing for Australian complementary medicines containing Ginkgo.

He told **PD** that it is common practice for suppliers of cheap Ginkgo to use a small amount of its leaf mixed with less expensive sources of flavonoids in order to fool standard tests which only take into account the total amount of flavonoids, but not those that are specific to the Ginkgo spectrum.

Harvey claimed the move is "not dissimilar to the scandal about melamine being added to milk in China, although fortunately the compounds used to adulterate ginkgo do not appear to be harmful.

"Consumers unknowingly purchasing adulterated ginkgo products are being hoodwinked, sponsors of products who have sourced genuine (but more expensive) extracts of Ginkgo biloba are being disadvantaged and those responsible for supplying adulterated products are clearly engaged in deceptive and misleading conduct," Harvey said.

US diabetes move

US pharmacists have praised a decision to defer new "durable medical equipment accreditation" requirements for pharmacies until the end of the year.

The proposals will require US community pharmacists to provide a bond and be accredited in order to supply public patients with some products incl diabetes testing kits.

The National Community Pharmacists Association said the new accreditation requirements are not only costly and time consuming, but are unnecessary, duplicating state licensing requirements.

WIN NAILENE TOTAL CARE

CONGRATULATIONS to **Jasmine Eisler** from **Bayer Australia**, who was the first **Pharmacy Daily** reader to tell us yesterday that the total treatments Nailene Total Care 5 in 1 offers is **FIVE**.



THIS week Nailene has teamed up with **Pharmacy Daily**, giving readers the chance to win a bottle of Nailene Total Care.

Valued at \$14.99, Nailene delivers the revolutionary technology of five nail treatments in one with the Nailene Total Care 5 in 1 treatment.

This treatment can be used as a smoothing base coat, bio-strengtheners, growth treatment, mega gloss top coat and break resistant hardener.

Simply apply two coats to nails and a thin protective coat over the top of nail polish for stronger, longer, hydrated,

shiny nails!

For your chance to win your own bottle of Nailene Total Care today, simply send through the correct answer to the following question:

Name one of the treatments Nailene Total Care 5 in 1 offers?

Email your answer to: comp@pharmacydaily.com.au.

The first correct entry received each day will win!

Accounting

Legal

Financing

Investments

Stay across
it all with
advice that
matters.

 **Guild**

Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

Luminous Skin!

Thierry Mugler Beauty has launched their 'Platinum Mirror collection' offering foundation and concealer, to create a delicate and supernatural look. The Radiant Light Complexion Enlightener is a great embellishment for cheekbones and eyebrow arches - with no need to use a brush.

RRP: From \$55

Stockist: Trimex

Tel: (02) 9663 4277



Help manage cholesterol

Blackmores has launched a new 'Heart Health Range' to give pharmacists more options in supporting their customers heart health. **Blackmores Cholesterol Health** contains phytosterol (plant sterol) to reduce cholesterol absorption. The plant sterols are derived from vegetable oils such as soy beans, rapeseed, sunflower and corn oil. The plant sterol supplement is an Australian first.

RRP: \$34.95 for 60 caps.

Stockist: Blackmores

Tel: (02) 9910 5383 , Web: www.blackmores.com.au

Seduction in Black...

Antonio Banderas has released his new fragrance **Seduction in Black for Men**. An aromatic, amber, woody scent with coriander, nutmeg and cardamon tones.

Available in 50ml and 100ml sizes in a smoky black glass bottle, a perfect gift for any man.

RRP: 50ml \$32 and 100ml \$48

Stockist: Trimex

Tel: (02) 9663 4277



Bold, Long lasting lip colour

Australis has released their new **Colour Inject Mineral Lipstick** collection. Featuring 10 new shades with SPF15, and essential oils such as jojoba, evening primrose and avocado for comfort in wear. Also contains native Kakadu plum with its high levels of vitamin C to help with collagen formation and vitamin E for moisturising.

RRP: \$12.95

Stockist: Creative Brands

Tel: (03) 9662 2604. Web: www.australiscosmetics.com.au

Perfect Lashes

Expect beautiful lashes every time with Clarins new 'Wonder Perfect Mascara'. The exclusive brush and delivery system ensure perfect application. Carnauba and Rice waxes give lashes volume. The formulation also gives lashes a long lasting lengthening effect and the brush shape optimises curling. Added vitamin B5 derivatives nourish, strengthen and protect. Available in three colours Black, Brown and Blue.

RRP: \$42

Stockist: Trimex

Tel: (02) 9663 4277



DISPENSARY CORNER

HOW about this as an example of healthy ageing?

A 70-year-old Tasmanian man has just completed a trip from Darwin to Adelaide, but unlike the traditional 'grey nomad' method involving 4WDs and caravans, he travelled all way on a push scooter.

Vlastik Skvaril from Burnie took on the 3200km journey to raise money for cancer charities CanTeen and Camp Quality.

The trip took about a month, with the intrepid voyager scooting an average of 80km every day - but "I had a day when I did 140 kilometres in one day," he said.

"It was thanks to the wind, not thanks to my fitness," he added.

A RESORT on the Dutch Caribbean island of Aruba has launched a special offer to encourage guests to make babies during their visit.

Couples who conceive during a romantic stay at The Westin Aruba will receive a special US\$300 'Conception Credit' towards another holiday at the resort in 2010.

The deal is valid for visits until 18 Dec, and to prove that the Westin was where the deed was done, the couple will need a note from their doctor saying the likely conception date was around the time of their stay.

PARENTS of children at a primary school in County Cork, Ireland, have been asked to help the school manage its expenses by sending toilet rolls with the pupils.

The school principal at St John's Girls National School, Catherine O'Neill, said the request was due to a budget squeeze after the government cut payments for books and computers.

"I've done a quick tour of classrooms this morning and I'd say at least half the pupils have brought their toilet rolls in," she told a national radio interviewer.

"I have no doubt that there are an enormous number of schools out there that are doing the same thing," she added.