

# Pharmacy DAILY

Wednesday 21st Oct 2009

PHARMACYDAILY.COM.AU

## Gadget for healthy life

A NEW activity monitor and interactive fitness program titled DirectLife has been launched by electronics manufacturer Philips.

Designed to boost activity levels, the monitor records a person's daily movements for both duration and intensity, which is then transferred to a personal website that tracks progress against targets, and a 'personal coach' which monitors results and offers healthy lifestyle tips - see [www.philips.com/directlife](http://www.philips.com/directlife).

## Hearing aid website

THE US Food and Drug Administration has launched a new online guide to hearing aids which covers topics including general information, types of hearing loss, the different styles and types of hearing aids, how to get one, and steps to consider before purchase, and other products and procedures that people can use to help with hearing loss issues.

See [www.fda.org](http://www.fda.org).

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## API pharmacy business soars

AUSTRALIAN Pharmaceutical Industries today reported its annual results for the year to 31 Aug, showing a strong 11.3% sales growth in the pharmacy division, despite "volatile market conditions and the largest single review of PBS pricing in the system's history."

CEO Stephen Roche said the new formats for Soul Pattinson and Pharmacist Advice had gained traction and "outperformed the market", while API's alliance with Alphapharm had "continued to perform to expectation".

Roche said the new 'Premium' business-to-business brand for independent pharmacists had led

## Country diabetes

A STUDY by Roy Morgan Research has found that people who live outside Australia's main capital cities are more likely to suffer from diabetes than city dwellers.

The Roy Morgan Health Care monitor identified that 5.7% of Australians aged 14+ have the condition, with the proportion lower in Sydney (4.4%) and Melbourne (5.4%) - while people living in country South Australia had almost twice the national average of incidence, at 11.2%.

The largest proportion of sufferers were aged 50+, while diabetics were also 46% more likely to be overweight or obese than the average Australian.

## Mental health push

HEALTH Minister Nicola Roxon today hosted a formal consultation at Parliament House in Canberra to discuss the final report from the National Health and Hospitals Reform Commission with a range of key mental health organisations and professionals.

She said that mental health was one of the government's priorities. "The social and economic burden of mental health is unacceptably high. More needs to be done to improve the mental health system for people living with a mental illness, their families and carers."

Roxon said current initiatives including the KidsMatter Primary Schools program and \$45m for the continuation of headspace services nationally would "continue to flow while further consultations are conducted on long term reform options" for the sector.

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## eClinic interface

PHARMACY management software provider minfos has joined with communications provider eClinic Pharmacy to integrate the system's functionality for its 680-plus pharmacies across Australia.

The two major functions of eClinic are SMS Reminders and Script Requests, with minfos spokesman Matt Lalor saying customers across the country had already started using the system and were achieving great results.

The SMS Reminders function enables pharmacists to communicate with patients via text messages, to help with script refill management, medication compliance and other product and treatment services - such as advising if products are on special or if it's time for a blood pressure check.

Lalor said the Script Requests function converts owing and last repeat script information from the minfos dispensing software into script request summaries, ensuring faster turn-around times for requested scripts.

More info 1800 657 993.

## Win an Al'chemy Style & Treat Duo



**CONGRATULATIONS to Cheyne Sullivan of Flinders Medical Centre who was the first reader yesterday to tell us that white tea extract was found in [Al'chemy] Ginkgo & Jojoba Intensive Moisture Vitamin Hair Care Masque.**

Every day this week, Al'chemy is giving *Pharmacy Daily* readers the chance to win an [Al'chemy] Style & Treat Duo, valued at \$35.90.

The [Al'chemy] Style & Treat Duo contains [Al'chemy] Lavender &

**Anthyllis 24 Hour Intensive Moisture Leave-In Conditioner 150ml and [Al'chemy] Ginkgo & Jojoba Intensive Moisture Vitamin Hair Masque 150ml.**

[Al'chemy] styling and treatment hair care products contain a synergistic blend of ingredients to help improve microcirculation and protect hair from heat styling and environmental damage. The result is hair that is stronger, softer, more flexible and easier to manage.

**For your chance to win this sensational duo pack, 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).**

**How many shampoos are available from the [Al'chemy] hair care range?**

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

**[Al'chemy]**

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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](mailto:advertising@pharmacydaily.com.au).



### DISPENSARY CORNER

**AN** investigation into whether a chilli sauce found at a German kebab station is so spicy that it could be capable of causing grievous bodily harm, is currently underway in Germany.

Police are putting the sauce under the spotlight following an incident where the kebab store owner squirted a customer in the eyes with it over a 'napkin disagreement'

According to the police "legally, the question of whether the spiciness of the kebab sauce constituted 'normal' or grievous bodily harm must be addressed."

**AN** eight year old US child has undergone surgery to change her physical sex from male to female, after being diagnosed as transgender at six years of age.

According to reports Josie Romero always considered herself a girl, and upon learning to talk would regularly correct strangers on her sex, by saying "I am a girl".

Josie's operation, coupled with drugs will now allow grow up as a woman.

**A** UK entrepreneur has filled what he sees as a gap in the funeral market for the baby boomer generation - a psychedelic hearse.

Matthew Shuter sought out a Daimler hearse, and had it covered in a psychedelic patterned vinyl wrapper, with enough colours to rival any spare sock drawer.

"The Woodstock generation is now dying out...they really lived a colourful life - they wouldn't want to go to their funeral in a boring black hearse," said Shuter.

Ever the business man, Shuter is also marketing the hearse as a vehicle for festival goers or surfers who need the room to transport their boards.

Shuter said he eventually plans to auction the vehicle on eBay.



What a way to go!

### 100% Natural Cold Sore relief.

Necessity Natural Cold Sore Relief lotion is formulated from an infusion of the active essential oils Tea Tree and Eucalyptus. It also contains Camellia, Jojoja, Rosewood, Vetiver and Lavender oils. The fast acting formula relieves and soothes the discomfort caused by cold sores. A natural alternative, especially for traeting children

RRP: \$19.95

Stockist: Necessity Body Care Products

Tel: (07) 4642 0049



### Look after your heart

**Blackmores CoQ10 75mg** is a new addition to the 'Heart Health Range'. Containing coenzyme Q10, a powerful antioxidant that plays an essential role in the production of energy in heart cells, and helps maintain a healthy cardiovascular system. It is also available in 150mg strength.

RRP: \$23.95 for 30 caps, \$41.95 for 60 caps and \$53.95 for 90 caps.

Stockists: Blackmores

Tel: (02) 9910 5383. Web: [www.blackmores.com.au](http://www.blackmores.com.au)

### Using the right brush

Australis have recently launched their Cosmetic Brush collection. Featuring nine natural fibre and synthetic brushes plus a brush set, they are sold in a bonus storage pouch with brush tips and tricks listed on the back. Four brushes for the yes starting at \$5.95, four for the face starting at \$10.95 and Lip brush \$7.95. The Brush Set features five brushes and is priced at \$18.95

RRP: Range of prices

Stockists: Creative Brands

Tel: (03) 9662 2604. Web: [www.australiscosmetics.com.au](http://www.australiscosmetics.com.au)



### RoC for Christmas.

RoC have release some great value gift sets for Christmas. For lovers of their anti-ageing skincare the packs are an ideal gift. Available are the RoC Active Cleanse Gift Set \$49 and RoC BioActive Hydrating Gift Set \$59, presented in an attractive beauty bag.

RRP: from \$49

Stockists: Trimex

Tel: (02) 9663 4277

### New Ferragamo fragrance

Salvatore Ferragamo have release a new fragrance to their Incanto range. Incanto Bliss is a sparkling fruity-floral fragrance with notes of Water Lily, Apple, Friesia and Roses.

RRP: 30ml \$65, 50ml \$110 and 100ml \$150

Stockists: Trimex

Tel: (02) 9663 4277

