

- ✓ Deals with 80+ suppliers on 5000+ OTC products with 3000+ via PDE!
- ✓ Optional low-cost planograms, merchandising, promotions and refills!
- ✓ Excellent prescription generic deals with the major players!
- ✓ Representatives in NSW, ACT, VIC & QLD!
- ✓ Choice & flexibility from just \$295 a month!

## Vaxiplace launch

**AN** innovative new website targeted to GPs and healthcare professionals who either work in or have a strong interest in the area of immunisation, titled Vaxiplace.com.au.

The website is password protected and will feature current news and RSS feeds from credible sources, a daily article on relevant topics and practice support material.

The site also offers an arena for healthcare professionals to share information and discuss topical issues in real time.

Vaxiplace will be moderated by independent Australian GP, Dr Damian Flanagan, and will also include info on vaccines (regardless of manufacturer) and vaccine-preventable diseases.

The site will launch on 04 Nov 2010 - see [www.vaxiplace.com.au](http://www.vaxiplace.com.au).

## A weighty call to action

**INOVA** Pharmaceuticals is calling for unity in the weight loss industry in order to implement a widespread approach to tackle the treatment and management of obesity in Australia.

The comments come on the eve of the 20th anniversary annual meeting of the Australian New Zealand Obesity Society.

"The evidence that obesity should be classified as a chronic condition is on the rise," said Dr Jamshed Ahmed, Medical Director of iNova.

"As with other chronic medical conditions, it is our view that a collaborative approach among the healthcare profession, industry, the community and Government, needs to be considered in order to ensure improved patient outcomes and halt the escalating rate of obesity in our country," he added.

## Blackmores sales on the up

**BLACKMORES** has reported a 13.1% increase in first quarter net profit after tax, bringing the figure to \$7.8 million, compared to the same period last year.

The impressive result, according to Blackmores, is being attributed in part to a high level of promotional activity driven by some of its major retailers in Australia, as well as strong market growth achieved by its subsidiaries in Asia.

"Considering the exceptional sales from Thailand and Malaysia in the first quarter of last year we are particularly pleased to see even further growth," said Blackmores' Chief Executive Officer, Christine Holgate.

The first quarter also saw a 10.7% year-on-year increase in group invoiced sales for Blackmores, whilst regionally sales were up by 11% in Australia and 9% in Asia (in Australian dollars).

"Considering the exceptional sales from Thailand and Malaysia in the first quarter of last year we are particularly pleased to see even further growth," said Holgate.

During the period ending 30 Jun the team at Blackmores also launches a number of new products, including the Everyday Stress Formula and the Odourless Fish Oil + Vitamin D3.

Overseas Blackmores launched 13 product lines, including its Omega range of concentrated fish oils in Hong Kong, and its Joint Formula in Singapore.

Blackmores also added a new wing to its operations during Q1, Pure Animal Wellbeing, a natural pet health product company.

"While PAW sales represent only a small part of the first quarter

revenue, the business is now integrated and on track to deliver longer term growth," said Holgate.

Meanwhile Blackmores philanthropic credentials were also given a boost in Q1, with the Blackmores Sydney Running Festival attracting a record 34,000 entrants, and raising in excess of \$2.2m for a selection of charities.

Moving forward Blackmores has said that it expects to achieve "modest profit" growth for the full year.

"Strong first quarter sales exceeded our expectations and will help counter the challenges we anticipate during the year, including the continuing strength of the Australian dollar diluting sales from Asia and some uncertainty in the Australian retail environment," Holgate said.

## Purist rebranding

**THE** Purist Company is this month debuting a refreshed image for its hugely popular A'kin brand.

The \$1 million dollar campaign includes a run of ads designed to communicate the consumer benefits of the A'kin skincare range.

## Brittle bones concern

**ONE** in two Australians over the age of 40 are concerned about developing weak and brittle bones, according to new research figures released by Osteoporosis Australia.

The study collated responses from 650 Australians aged between 40 and 75 years, and found that despite their concerns over brittle bones the majority of respondents had not taken steps to prevent the condition.

The study found that whilst 81% of respondents were aware that calcium plays a role in the prevention of osteoporosis, only 25% percent made a conscious effort to include it in their diet.

Moreover 64% described their exercise levels as poor or very poor, and 69% had not undergone a bone density scan.

"All Australians need to make bone health a priority - this applies to younger men and women, in their 30s and 40s, who are also vulnerable to bone loss," said Naseema Sparks, Chief Executive Officer of Osteoporosis Australia.

For more info visit [www.osteoporosis.org.au/oste\\_oosteoporosis.php](http://www.osteoporosis.org.au/oste_oosteoporosis.php).

## WIN AN AROMABABY PACK



**Pharmacy Daily** has teamed up with **Aromababy** again and is giving readers the chance to win 3 products every day this week.

From category leaders in natural baby care, comes the nappy care trio.

Aromawipes, Barrier Balm and Nappy Cream are on offer in this edition. As used in select hospitals for fifteen years, this professional, world-leading brand is not sold to supermarkets assuring you of a pharmacy-focused approach to expanding your baby care category. Totally safe for mother to be/new mother and sensitive skin, Aromababy is a long time supporter of the Eczema Association.

To win this great pack, simply send in your answer to the question below:

**Is Aromababy sold in supermarkets?**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

The first correct entry received will win!

Hint: Visit: [www.aromababy.com](http://www.aromababy.com)

Congratulations to yesterday's lucky winner: Kathrina Casella from Ayr Hospital Pharmacy, Qld.

dead sea minerals  
**hygienic hand wash**  
*spa professional*

This pleasant scented hand wash contains Dead Sea Minerals, antibacterial ingredients and is enriched with Vitamin E and Jojoba Oil to moisturise your skin while protecting from germs.

Exclusively for pharmacies only.  
Available in Vanilla, Citrus and Kiwi Scents.

orders 1800 890 066  
visit [stirlinghealth.com.au](http://stirlinghealth.com.au)

**StirlingHealth**  
your wellbeing is our priority



## Teriparatide for gums

US researchers have found that Eli Lilly's osteoporosis drug Forteo (teriparatide), may help to heal bone wounds in patients with periodontal disease (the leading cause of tooth loss in adults).

## Herpes winners

**BUDDING** Aussie film makers Jessica Flood and Roshelle Fong have taken out first place in the Live & Love Short Film Competition, sponsored by the Australian Herpes Management Forum.

Designed to debunk myths about the Herpes Simplex Virus (cold sores and genital herpes) the competition also drew the attention of researchers from Colombia University and the University of Sydney.

Both universities will now work on a joint project inspired by the competition to examine the use of social media in combating the stigma associated with HSV.

Jessica and Rochelle won out over 117 other entrants with their 30 second film 'Ah! Real Herpes', which aimed to challenge viewers preconceptions and stereotypes.

See [www.liveandlove.com.au](http://www.liveandlove.com.au).

## NDPSC changes

**THE** Therapeutic Goods Administration has advised subscribers to the NDPSC website will be automatically transferred to the new SMP list.

The move is in response to the disbandment of the NDPSC under the revised scheduling arrangements.

Subscribers to the SMP list will continue to receive email notifications of amendments to the TGA internet site regarding the scheduling of medicines and poisons.

## Pharmacy Daily Pharmacy Job of the Day!

Jobs4Careers is Australia's leading source for pharmacy jobs ... click here to find out more and see the Pharmacy Daily Job of the Day ...

[jobs4careers.com.au](http://jobs4careers.com.au)

## Guild gets its intern program

**THE** Pharmacy Guild of Australia has launched its own intern training program, to rival those offered by the Pharmaceutical Society of Australia and the National Alliance for Pharmacy Education.

Newly accredited by The Australian Pharmacy Council, the Guild's program is based on the program offered over the last decade by the Pharmacy Board of Tasmania.

"The very high success rate of the Tasmanian program makes it an excellent first step into intern training for the Guild," said the National President of the Guild, Kos Sclavos.

"We are delighted that our members will have access first hand to a Guild intern program and we are looking forward to being able to support them as preceptors, and their interns as the community pharmacists of tomorrow," he added.

The Guild training program will provide access to workshops with

leading Australian pharmacists covering a host of topics ranging from wound care to diabetes, asthma management and specialist prescribing.

The program will also incorporate online activities, eLearning programs, workplace assessment and written assignments.

As part of the course, interns and preceptors will receive a visit twice a year from clinical tutors to ensure that all is going well, and preceptors and interns will also have access to a specially designed website where they can access information, network and discuss relevant issues.

"The Guild has been most successful in providing pharmacy assistant training for many years, and that same care and support will be provided to interns and our Members," Sclavos said.

Initially the program will be launched in Tasmania, Queensland and NSW from 2011, and will be rolled out nationally "over time".

## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature.

Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

**SCENIC Tours** is offering a fly free to New Zealand earlybird deal including return taxes for a selection of 2011 NZ tours booked before 31 Oct.

2011 tours include a six-day Bay of Islands adventure, a 10-day Southern Spectacular journey, a 15-day Scenic Highlighter, and many more.

See [www.scenictours.com.au](http://www.scenictours.com.au).

**TEMPO Holidays** has slashed the price of its eight-day Italian Discovery tour by 15%.

Taking in Rome, Florence, Tuscany and Venice, the tour includes seven-nights accommodation in four-star hotels, seven breakfasts, four dinners (incl. drinks), wine tastings, deluxe coach touring, sightseeing, local

guides and entrance fees.

Priced from \$1,636 the tour must be booked and paid in full by 15 Dec- call 1300 362 844.

**ADVENTURE World** has discounted all Gap Adventure Tour departures until 31 Mar 2011 by 15%.

The deal includes an eight-day One & Only Cape Town Okavango & Linyanti Fly In Safari, which takes guests to both the Okavango Delta and the Linyanti Wildlife Reserve, with highlights including special game drives.

Priced from \$5,284pp the tour includes seven-nights accom in classic camps, flights from Maun to Kasane, transfers, all meals, house beverages, scheduled game drives and park entrance fees - see [www.adventureworld.com.au](http://www.adventureworld.com.au).

**CRUISE**  
WEEKLY

Sponsored by Cruise Weekly  
your FREE weekly CRUISE newsletter  
Subscribe now  
[www.cruiseweekly.com.au](http://www.cruiseweekly.com.au)



## DISPENSARY CORNER

**THE** dead walk!

A French woman who was declared "very certainly clinically dead" by doctors trying to convince her sons to take her off life support, has shocked staff at the Bordeaux Rive Droite private hospital by waking out of her death-like sleep.

The woman, Lydie Paillard, fell unconscious whilst being prepared for her chemotherapy session.

Doctors on the scene were able to revive her, and put her on a life support system.

After careful deliberation, her two sons were informed that their mother was dead.

Doctors then had Lydie transferred to a university hospital, after her sons refused to take her off the life support system.

It was at the university hospital that a brain scan revealed activity, meaning she had not passed away.

Fourteen hours later she awoke.

"All I remember is that I felt unwell after receiving an injection to prevent me vomiting," Lydie told reporters.

Staff at the university hospital have suggested the Paillard family now meet with the team at Bordeaux Rive to discuss the "communication error".

**IT'S** in the genes.

Scientists at the University of North Carolina have isolated what they believe to be the 'tipsy gene'.

Known more formally as CYP2E1, the gene could potentially be the reason why some people feel the effects of alcohol after just a small amount, compared to others who do not.

Basically people with gene process alcohol more rapidly, meaning they get feel the affects of alcohol faster and get tipsy quicker than others.

Scientists believe that the discovery of CYP2E1 on chromosome 10 may lead to breakthroughs with alcoholism, as people with the tipsy gene are surmised to be less likely to become addicts due to their stronger reaction to the drug.