

Fighting for independent pharmacy since 2002.

PHARMACY ALLIANCE GROUP
Freedom to choose

Sensaslim on TV

TODAY'S *Pharmacy Daily* includes a full page promoting the times that commercials for Sensaslim will be running on television over the next few weeks.

The ads will be shown on *Mornings with Kerri-Anne* and *The Circle* - details on page three.

API fires another salvo

API this morning confirmed that it will not participate in the current \$600m Pharmacy Alliance tender process, with the company issuing a statement further detailing its dispute with the buying group.

Despite yesterday saying it was inappropriate to comment on the matter, API has now provided further information about the disagreement, saying that as recently as last Dec it had reached agreement with Pharmacy Alliance (PAL) on an ongoing deal for API to be the group's preferred wholesaler.

API has taken exception to the issuing of the PAL tender, saying this "effectively amounted to a unilateral repudiation of the agreement with API.

"In API's view, this repudiation was not justified and is in breach of the agreement," the company said, confirming that it's "considering its legal options" as a consequence.

API ceo Stephen Roche said it was "regrettable pharmacists had been caught up in a commercial dispute initiated by PAL," assuring them that API has a "highly competitive proposition and is confident of a satisfactory commercial outcome for API and its customers".

Win a place on the PSA Post Conference cruise

TODAY is the last day for entries to PD's exclusive competition offering one lucky reader a place on the PSA upcoming Post Offshore Refresher Conference Danube River Cruise, which includes 7 nights on the *MS Amadeus Diamond* cruising from Budapest to Bucharest.

Entries are due by close of business today, and to enter tell us in 50 words or less *why you think learning at PSA's offshore Refresher Conferences would be so much fun?*

There are also a small number of cabins still available on the cruise, with places for the 13-night post program on offer for \$4495pp plus a \$295 registration fee, on a first-in basis through Impact/PSA Travel, phone 1300 139 293.

Case studies presented on this part of the program attract a total of 16 group 2 CPD credits.

Email your comp entries to comp@pharmacydaily.com.au.

Cough remedies to S2

THE Therapeutic Goods Administration is seeking comment on a new proposal which would see five substances used in currently unscheduled cough and cold preparations move to Schedule 2.

The change would apply to senega, phenylephrine, ipecacuanha, guaiphenesin and carbetapentane, with the TGA also saying it "proposes to address the use of cough and cold medicines by different age groups separately through product registration and labelling processes".

Other proposals mooted include amending the S4 entry for nicotine to make it exempt from scheduling when used as a stop smoking aid in nicotine oromucosal film and nicotine inhalation cartridges.

The Advisory Committee on Medicines Scheduling is seeking submissions before 13 May via email to smp@health.gov.au.

e-Health blueprint

THE Health Department has released a new *PCEHR Concept of Operations* document which details how Personally Controlled Electronic Health Records will work.

It's aimed at generating discussion and prompting input, with feedback sought by 31 May - yourhealth.gov.au

WIN A \$200 EUKY BEAR PACK



PD has teamed up with FGB Natural Products this week and is giving

three lucky readers the chance to win a Euky Bear pack (pictured to the left), valued at \$200.

The Euky Bear Vaporiser produces a gentle flow of soothing warm steam to help open up airways and ease coughing due to colds, croup or bronchitis.

For your chance to win this fantastic Euky Bear pack, email your answer to the question below by COB on Friday to: comp@pharmacydaily.com.au

In 25 words or less tell us why you would use Euky Bear Vaporiser to help soothe your child's coughs & colds

Three most creative entries will win this fantastic prize pack and their names will be announced in PD on Monday 18th April.

NEW

Sensodyne[®] iso-active[®] foaming gel

All round protection and sensitivity relief.

For the relief of sensitive teeth. ALWAYS READ THE LABEL. Use only as directed. Consult your healthcare professional if symptoms persist. Sensodyne[®] and iso-active[®] are registered trade marks of the GlaxoSmithKline group of companies.

GSK/JPPD/0311

ARE YOU A PHARMACY ALLIANCE / IPAG MEMBER?

DO YOU WANT TO KEEP API AS YOUR WHOLESALER AND RECEIVE A PBS DISCOUNT OF UP TO 6.25%?

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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.



DISPENSARY CORNER

GPs don't take their own advice.

A recent survey of doctors found that in most cases the courses of treatment they would prescribe for themselves do not marry up with those they would prescribe for patients.

The US study of 242 doctors was led by Peter Ubel of Duke University, and posed a series of treatment scenarios where doctors had to place themselves in patients' shoes.

The research found that doctors in general would treat themselves with therapies that had a higher risk of death, but that posed fewer side effects.

THE truth is out there?

Secret files released by the FBI under the Freedom of Information Act have given conspiracy aficionados food for the next century, by alluding to the possibility of alien life.

The pertinent remark, written by the infamous J Edgar Hoover in 1947, related to a claim by an air force officer who reported that "three flying saucers" crashed near Roswell and contained the bodies of alien pilots.

But before anyone's imagination runs away with them, the report does not go into any more detail regarding the investigation.

Not that that will stop the speculation...

URNS out garlic wasn't so good for his long term health.

A 53-year old garlic farmer has been busted by South Korean police after they tracked the proceeds of an illegal gambling ring to his fields.

After conducting an excavation of the offending furrows police tallied AU\$9.6m in cash, which was given to the farmer for hiding by his two brothers.

The net began to tighten around the trio when the farmer stole AU\$351,000 of the cash and blamed one of his workers for the theft, who in turn told the police about the operation.

Fancy a Touch of Tweed?

The iconic English **Tweed** perfumery which launched its self titled perfume in 1924, has announced it will launch a limited edition fragrance in April. Aptly titled **Touch of Tweed**, the new scent is of the chypre-fruity genealogy of perfumes and features watery floral top notes of bergamot and watermelon, with warm heart notes of jasmine, rose and violet and a woody vanilla base of oakmoss, amber and patchouli.

RRP: \$19.95 (50ml perfume), \$12.95 (200g perfumed talc), \$7.95 (75g body spray)
Stockist: 02 8709 8800



Hide winter weight gain with tights

Italian shapewear company **Peachy Pink** has designed a range of high waisted pants and leggings, which it claims in addition to sucking in and hiding bulges, will reduce wearers waist and thigh circumference in 21 days. The company says participants in a recent study reported a reduction of up to 2.6 cm around their thighs, up to 2.27cm around their abdomen and up to 2.77cm around their waist after three weeks of use. The weight loss is achieved by the products' "3D wave weave knit, which is designed to carry out a continuous and delicate micro massage to the skin by working with the natural movements of the body". The leggings and pants also feature green tea, peach and coffee bean extracts which are said to absorb into the skin to reduce the appearance of cellulite and accelerate the body's metabolism.

RRP: \$54.95 (short pants), \$64.95 (capri pants), \$69.95 (high waisted pants and leggings)
Stockist: 1300 970 950



Are your killer heels killing you?

Hollywood Fashion Tape's Secret Velvet Cushion offers a comfortable solution for feet aching from high heels and uncomfortable shoes. The shoe insert is a gel cushion covered in soft velvet, which helps to keep feet warm and cosy during the winter months, whilst also providing invisible cushioning and non-slip grip. The insert also relieves burning on the balls of your feet, whilst providing a silky feel within the shoe. The addition of lavender to the cushion also acts to combat stinky feet, while soothing aches and pains. As an added bonus the cushion can be used over and over again.

RRP: \$9.95 (2 pair pack)
Stockist: 1800 268 803



Lift, tone and comfort your body

Clarins has launched a new Extra Firming Body Cream which is formulated to help recover skin firmness lost due to ageing, changes in weight and pregnancy. Key product benefits include a reduction in the appearance of slackened skin, and a tightening and toning of surface skin layers. The product is also said to refresh the skin and diminish 'spongy' appearances. Ingredients featured in the formula include Vu Sua (to increase cellular energy and encourage collagen), lemon thyme extract (to improve the production of Emilin-1) and shea butter and jojoba oil to hydrate, soften and nourish skin.

RRP: \$68.00 (200ml tub)
Stockist: 02 9663 4277



Stretchy bellies get a bit of relief

Gaia's new Pure Pregnancy Belly Oil promotes skin elasticity to minimise the likelihood of stretchmarks, whilst also providing a host of moisturising ingredients to prevent dryness and dehydration which make the skin itchy. Suitable for all skin types the Belly Oil blend contains jojoba and evening primrose oil to nourish skin and lock in moisture and organic rosehip which is a great source of vitamins, fatty acids and antioxidants.

RRP: \$17.95 (95ml)
Stockist: 03 9703 1707



I am pleased to announce the airtimes for our 4 minute advertorials that commences next Monday, which are confirmed to run a total of 27 times between Monday 10th April and the 6th May. You will see that the first commercial will be seen on Channel 9 on Mornings with Kerri-Anne at 9:48 am and the other commercial times for next week are listed below:



9 Metro - Mornings with Kerrie Ann Mon 9.48am, Tue 10.22am, Wed 9.35am



10 Metro - The Circle

Wed 10.50am, Thurs 11.00am, Fri 10.20am



Store Price \$33.00 + GST \$3.30 \$36.30 Store Sells for \$59.95

Your PROFIT IS \$21.50 plus GST, 65% Mark up.

Start up sales incentive. Retailer buys 6 C.O.D. \$217.80 and they receive one product for free that makes total mark up on the 7 @ 93% Buy 12 get 2extra

To Place orders go to www.sensaslim.com.au Peter_ralph@sensaslim.com.au

Or Contact Peter Ralph Taylors Lakes Area Manager 0425722589