

**Fighting** for independent pharmacy since 2002.

PHARMACY ALLIANCE GROUP  
Freedom to choose

## Euky Bear winners

**CONGRATULATIONS** to the lucky winners of last week's *Pharmacy Daily* Euky Bear competition: Kathrina Casella from Ayr District Hospital, John Raeside from Ascent Pharmaceuticals and Samara McKenzie of Murray Bridge Better Health Pharmacy.

## API targets Priceline growth

**AUSTRALIAN** Pharmaceutical Industries says the Priceline brand is its "major growth engine," with a significant number of newly franchised stores expected to launch in the next six months.

The company revealed the plan this morning in a results announcement, which saw API report a \$35.1m loss for the six months to 28 Feb.

The profit was hit by the QLD floods and the previously announced \$50 million impairment due to changed accounting treatment of pharmacist financial guarantees (PD 17 Mar).

CEO Stephen Roche said although the figures reflected the one-off items, "our underlying trading performance and financial management both remain sound".

The Queensland floods cost API \$52.8 million, but these costs and loss of profits are covered by insurance payouts expected to be received in the second half.

Total revenue was \$1.845 billion, down 0.1% on the previous corresponding period, with API's Pharmacy division recording a 10%

dive in EBIT to \$22.6 million.

The period also included the introduction of reduced trading terms for pharmacists following the loss of the Pfizer business, with API saying it had "successfully worked with its customer base to manage the change".

Priceline saw total retail sales growth of 3.1%, with Roche saying it was an increasingly logical option, because "[pharmacists can no longer rely on underlying PBS growth to keep pace with rising operating costs and with ever more intense retail price competition".

He said more than 110 detailed presentations had been made to pharmacists over the last six months, with 51 formally executed expressions of interest and a "high rate of conversion" expected.

Priceline's Clubcard loyalty program had 3.4 million members at the end of Feb, an increase of about 25,000 every month over the six month period.

## Three pages today

**TODAY'S** *Pharmacy Daily* features two pages of news including our regular Health, Beauty and New Products feature, plus a full page on Sensaslim's new TV advertorial spots - see page 3 for details.

**NEW**

### Sensodyne<sup>®</sup> iso-active<sup>®</sup> 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<sup>®</sup> and iso-active<sup>®</sup> are registered trade marks of the GlaxoSmithKline group of companies.

GSK/JPPD0311

## Get some Sleep

**THE** popular European sleep supplement, Sleep by Remifemin, is now available in Australia.

Specifically tailored for menopausal women who are experiencing sleep problems, Sleep contains three natural sedatives, and is also said to help relieve stress and mild anxiety in the general population.

Packs of 30 are priced from \$17.95, call 1800 641 242 for details.

## New Crestor indication

**CRESTOR** (rosuvastatin calcium) has been approved to reduce the risk of non-fatal myocardial infarction, non-fatal stroke and coronary artery revascularisation procedures in patients (men aged 50 and over and women aged 60 years and over) with no clinically evident cardiovascular disease but with at least two conventional risk factors for cardiovascular disease.

The indication is significant because it recognises risk factors other than high cholesterol.

## WIN AN AL'CHEMY PACK



This week *Pharmacy Daily* is giving four lucky readers the chance to win a pack filled with hair products (valued at \$45), courtesy of **Al'chemy**.

Five selected winners will take home an Al'chemy shampoo, conditioner and a styling treatment, specially chosen by Al'chemy's Technical Team to suit their hair type.

For your chance to win your very own Al'chemy hair care pack, simply be the first person to send in a correct answer to the question below:

**What bottle sizes are available in the Al'chemy range?**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)  
Hint! Visit [www.purist.com](http://www.purist.com)  
Congratulations to yesterday's lucky winner, **Al isha de Vos** from **Albany Amcal Pharmacy**.

**HAS YOUR WHOLESALER REDUCED YOUR PBS DISCOUNT? CAN YOU AFFORD TO LOSE \$5,000 PER YEAR FOR EVERY \$1M IN TURNOVER?\***

**We GUARANTEE we can increase your current PBS Discount! You can get back what you have lost and more!**

Click here for more Chemsave benefits  
\*Approximate and average figures based on a 1.25% PBS discount reduction



**STILL OFFERING AUSTRALIA'S HIGHEST WHOLESALER PBS DISCOUNT!**

Contact us NOW to see how we can help YOU!

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**Our buying, marketing and retail offer assisted Orana Mall Pharmacy to the QCQP Pharmacy of the Year!**



Call us to see how we can do the same for your business.



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

### A touch of Caroline's Cream for lasting relief



Caroline's Cream is designed as a moisturiser for sufferers of dry and sensitive skin, eczema, dermatitis and psoriasis. Key ingredients include borage seed oil, rosehip oil, jojoba oil, wheat germ oil, evening primrose oil, Vitamin E, calendula herbal extract, golden seal herbal extract, avocado oil, aloe vera and retinol palmitate. The cream assists in the recovery and recuperation of skin suffering from eczema, dermatitis and psoriasis whilst also functioning as an all over body moisturiser.

RRP: \$17.95 (100g), \$32.95 (500ml)  
Stockist: 08 9331 1138

### Give her a hat box

Fine Fragrance has this Mother's Day wrapped up in a hat box with the release of four Hat Box Gift Sets. Reminiscent of yesteryear each of the gift sets has its own signature scent including the Panache Hat Box, Tweed Hat Box, White Satin Gift Box and Lace Hat Box. Each set includes a 25ml Eau Parfum Spray (except Panache which features a 30ml spray), a 200g perfumed talc powder and a 100g scented body butter. As for the fragrances, Panache is described as a crisp floral fragrance; whilst Tweed is a sensuous wood fragrance; White Satin has a sweet and warm feminine character and Lace has a heart of rose and a sweet powdery finish.

RRP: \$24.95 per set  
Stockist: 02 8709 8800



### Mix your own makeup

Physicians Formula Mineral Illuminating Powder Duo is composed of two powders which can be mixed to customise colour. Individually, the lighter powder of the pair can be used to create a soft highlighting effect, whilst the darker shade can tone and contour the plains of the face. Both powders are mineral and non-comedogenic, and are also free of talc, parabens, oil and harsh chemicals. The formulas are also enriched with Vitamins A and E. Included along with the product is a kabuki applicator brush.

RRP: \$27.95  
Stockist: 02 8709 8800



### Scared of the sun? Then you need it in liquid format

BioCeuticals practitioner-only D3 Drops are a shelf stable Vitamin D3 supplement which provide nutritional support for the maintenance of healthy skeletal, cardiovascular and immune systems. The drops are vanilla flavoured and are particularly beneficial for people who avoid the sun and those who are Vitamin D deficient. Each one drop dose contains Cholecalciferol (equiv. to vitamin D3 333.3IU). Suitable for children, teens and adults the drops also aid in healthy prostate cell differentiation and are designed to be mixed with water and drunk.

RRP: \$22.16 (50ml)  
Stockist: 1300 650 455



### Men+Care = Dove



Dove's new Men+Care range includes a Body and Face Wash Clean Comfort, which as the name suggests is a face and body cleanser ideal for use in the shower. Packaged to appeal to the male market, the lathering wash is said to fight skin dryness with its 'MicroMoisture technology'. The gel is ultra light and washes off easily.

RRP: \$6.99 (130ml)  
Stockist: 1800 061 027

## DISPENSARY CORNER



EVERY dog has its day.

A truckload of around 500 dehydrated dogs en-route to restaurant cooking pots in the north east Chinese province of Jilin have been rescued by animal rights activists.

According to reports the truck was intercepted on a highway by a car pulling to a stop in front of it, after which the car's driver called 200 of his friends who descended en masse to surround the truck.

The result of the picket was a 15-hour standoff traffic jam, with an animal protection group eventually forking out around \$16,600 for the rescued pooches.

EXTRA strength conditioner.

A woman, Jiang Aixiu, who hasn't cut her hair for 21 years has announced she will finally enjoy a trim after her doctor told her that her hair was absorbing too much nutrition from her body.

Jiang stopped cutting her hair in 1990 after a hairdresser talked her out of a trim because it was in such good condition.

Now Juang's hair measures 3.6 metres and has to be washed in sections, a process which takes two hours to complete - and also probably keeps her fit as she lugs the weighty tresses around.

Despite large offers of money for her luscious locks, Jiang only decided to under-go the chop after the warning from her doctor.

HIGH achiever.

A ten year old blind British girl, Alexia Sloane, has become the youngest ever interpreter working in the European Parliament.

Blinded at age two by a brain tumor, Alexia can fluently speak four languages: English, Spanish, French and Mandarin, and is learning German.

Alexia won the chance to shadow interpreters in the Parliament after she took out the Young Achiever Community Award.

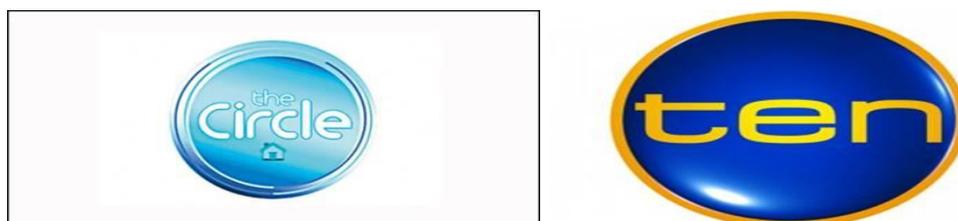
"I'm determined now to become an interpreter," she said.

**Sensaslim is now on TV!**

I am pleased to announce that our 4 minute advertorials commenced on Monday 11<sup>th</sup> April, They are confirmed to run a total of 27 times between Monday 11<sup>th</sup> April and the 6<sup>th</sup> May. You will see that the first commercial was seen on Channel 9 on Mornings with Kerri-Anne at 9:48 am and the other commercial will run at various times over the coming weeks. We are now a major sponsor on Sky Racing and Off The Rails launched on 19 April



**9 Metro - Mornings with Kerrie Ann**



**10 Metro - The Circle**



**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 2 extra

To Place orders go to [www.sensaslim.com.au](http://www.sensaslim.com.au) [Peter\\_ralph@sensaslim.com.au](mailto:Peter_ralph@sensaslim.com.au)

Or Contact Peter Ralph Taylors Lakes Area Manager 0425722589