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PHARMACY ALLIANCE  
Freedom to choose

## Breastfeeding rates

AUSTRALIAN mothers are breastfeeding their newborn infants in high rates, however this practice does not continue as long as recommended, according to a new report released by the AIHW.

The *Australian National Infant Feeding Survey: Indicator results* found that although 96% of Australian infants commence breastfeeding, only 15% of babies are fed solely breastmilk to around six months as recommended by Australian dietary guidelines.

The survey also found that 61% of infants were exclusively breastfed for less than one month, with this figure progressively decreasing to just 15% at around six months of age.

The main reasons cited for breastfeeding by mothers included: 'healthier for child' and 'convenient'; whilst the main reasons cited for not breastfeeding included 'wanting to share feeding responsibilities with their partner', 'previously unsuccessful experiences', and that 'formula was as good as breastmilk'.

## No PBS reform needed?

THE latest price cuts to medicines on the Pharmaceutical Benefits Scheme, coupled with future price disclosure related cuts and the current low growth rate of expenditure removes the case for further PBS reform, according to Medicines Australia.

The price cuts follow this month's Mid-Year Economic and Fiscal Outlook which forecast lower than expected PBS spending of around \$1.8 billion.

The new round of market-based price cuts, part of the 2010 Memorandum of Understanding with Medicines Australia, will deliver an average price reduction for off-patent medicines of 23 per cent on 1 April 2012.

Speaking about the cuts Medicines Australia CE Dr Brendan Shaw said "some companies have taken price cuts of more than 70 per cent for a single medicine, and absorbing reductions of that magnitude is obviously challenging".

"But we have agreed to these reductions because Medicines

Australia member companies recognise the importance of keeping the PBS sustainable.

"This creates the financial headroom that allows the Government to bring the latest medicines on to the PBS whilst keeping expenditure under control," he added.

Shaw also said the cuts were "good news" for patients because as well as providing financial headroom for listing new medicines the 01 April price reductions should lead to price drops on medicines for patients as well as the Government.

Speaking about the system of mandatory price disclosure Shaw said it requires companies to disclose the discounted price at which they are selling medicines in the market, allowing Government to adjust the price it pays to the price the medicine commands in a competitive market place.

MEANWHILE Medicines Australia also announced the retirement of its Chairman, Will Delaat from February 2012.

Delaat has served on the board of Medicines Australia since 1998 and has been chairman since 2008.

## Holiday checklists

THE Pharmacy Guild of New Zealand is urging holidaymakers to make a checklist of medications that they need before going on holidays.

"It is important for people to ensure they have continuity of supply for whatever medications or medicines they are taking when access to regular healthcare professionals may be affected by travel and public holidays," said NZ Guild President, Karen Crisp.

The NZ Guild is also reminding people to make themselves aware of their local pharmacy's opening hours over the Christmas season, and to make the effort to check medicines supplies because many pharmacies will close for a couple of days over the holidays.

"Community pharmacies are holiday heroes for families who have health emergencies or run out of medicines while away from home," said Crisp.

"Pharmacies are open over the holiday period for urgent and last minute healthcare advice and people should make a note of their usual pharmacy's name and phone number, so they can get assistance should the need arise, even when they are out of town," she added.



Community  
Pharmacy Agreement

Pharmacy Practice Incentives (PPI)

DAA and Clinical Interventions  
Claim Form due by 14 Jan 2012

[Click here to access form](#)

**IMPORTANT:** Claim Form must be lodged with Medicare by **14 January 2012** for eligible Claiming Period: 1 October to 31 December 2011



Australian Government  
Department of Health and Ageing



The Pharmacy  
Guild of Australia

The Pharmacy Practice Incentives are funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and The Pharmacy Guild of Australia.

## WIN GAIA'S MUM-TO-BE PACK

Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win **GAIA's** Mum-to-be Pack, valued at \$61.84.

GAIA's pure, natural, organic skincare is perfect for the mum-to-be – now featuring all natural pregnancy belly oil and belly butter alongside their adult skincare range – GAIA is now not just for babies. Their eco-friendly bamboo baby wipes also now come in a handy travel-size pack of 20s!

For special offers and deals on the entire range call Rebecca on: 0418 293 366 or email [info@gaiaaskinnaturals.com](mailto:info@gaiaaskinnaturals.com).

To win your very own GAIA's Mum-to-be Pack, simply be the first person to send in the correct answer to the question below.



**Are all GAIA products  
soap and sulphate free?**

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

Congratulations to yesterday's lucky winner, **Lynda Carter** from **Flinders Medical Centre**.

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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).



### Palmer will help you calm down

**Palmer's Cocoa Butter Formula Daily Calming Lotion** is an affordable solution to seriously dry and irritated skin. The lotion contains soy, oat and chamomile for their potent antioxidative and anti-inflammatory action, as well as cocoa butter which works to protect skin barrier and helps to improve skin elasticity and promote healthy collagen production. The formula also contains alpha hydroxy acids which work to gently exfoliate dead, dry and flaky skin cells, whilst lavender soothes the senses. As an added bonus the lotion is also paraben free.

RRP: \$7.40 (250ml)

Stockist: 1300 191 918

Website: [www.palmersaustralia.com](http://www.palmersaustralia.com)

### Pucker Up: You, Me & Everybody

**You, Me & Everybody's Pucker Up Paw Paw** lip balm helps to smooth and soothe chapped lips and keep them soft. Key ingredients in the product include petrolatum (which helps the skins outer layer recover from damage and reduces inflammation), carica papaya (to soothe and soften lips), beeswax (moisturises and protects), sodium borate and potassium sorbate. The texture of the balm is smooth and it is easy to apply. The lip balm also has no expiry date and no taste.

RRP: \$3.99 (25g)

Stockist: 03 9918 5363

Website: [www.youmeandeverybody.com.au](http://www.youmeandeverybody.com.au)



### Gillette is ProSkin

Women who suffer from dryness, redness and irritation after shaving need not fear the razor anymore, with the launch of the **Gillette Venus ProSkin MoistureRich** razor. The shaver has been dermatologically tested to help offset the adverse effects of shaving. The process of shaving removes hair and the top layers of skin, which in turn can disrupt the natural barrier of the skin. The ProSkin shaver helps to combat the irritating effects of this process via the use of built-in MoistureRich shave gel bars enhanced with a triple blend of body butters (the ProSkin offers 12% more butters than the Venus Spa Breeze for an extra-smooth shave, even without shave gel). Scented with creamy vanilla and caramels the razor features three-blades and an elastomeric fin guard to manage the skin and present hair to blades. In addition the ProSkin features a rounded pivoting head for those hard-to-reach areas, like knees and ankles and an ergonomic handle to provide optimum control in wet, soapy environments.

RRP: \$13.99 Gillette Venus ProSkin MoistureRich and \$18.15 for 4x Refill Cartridges

Stockist: 1800 148 022

Website: [www.gillettevenus.com.au](http://www.gillettevenus.com.au)

### O my goodness, it's peeling

**O Cosmedics Corrective Cleanser & Peel** uses L-Lactic and encapsulated salicylic acids to gently exfoliate dead skin cells, unplug congested pores and discourage impurities. The two in one cleanser and exfoliator also features a V8 peptide complex to leave skin hydrated and feeling fresh. The product is great for treating oily, congested and problematic skin, and simply needs to be shaken before use to activate.

RRP: \$49

Stockist: 02 9712 8188

Website: [www.ocosmedics.com](http://www.ocosmedics.com)



## DISPENSARY CORNER



**NUMBER** two in style.

Dreaming of a better toilet? Well loo maker INAX has the answer for you, the \$130,000 Rolls Royce of lavatories.

The toilet maker partnered with the exclusive Austrian jeweller Swarovski to create the dream loo, which is studded with more than 72,000 Swarovski crystals.

Spruiking the fancy facility a spokesperson said "In Japan, we believe a deity exists in the lavatory".

The loo has been met with mixed reactions, with media quoting one woman as having said that if she owned the toilet she would have a party around it, and another man as having said "It'd be hard. I don't think I'd feel comfortable enough to use it even if I had this at home".

**IT'S** like, you know, whatever.

The words that raise the blood pressure of most people include "you know", "like" and "seriously", according to the annual Marist Poll.

The survey which gauged the most irritating expressions of 2011 named "whatever" as the number one most annoying word taking 38% of the vote, followed by "like" at 20% and "you know" hot on its heels at 19%.

"Just sayin" also got a nod for annoyance with 11% saying it was their least favourite phrase, whilst 7% named "seriously" as seriously annoying.

**BABY** daddy gets busted.

The US FDA has issued one sperm donor with a cease and desist letter after discovering that he has donated to 46 couples without following any official regulation or disease screening processes.

The man told media that he donates out of compassion to help childless couples who cannot afford the services of a clinic.

"This is not a business or a clinic. It's just people partnering up to have a baby out of compassion," he said.