

Blackmores campaign

A NEW brand campaign by Blackmores launched this week will be supported by an "exciting trade promotion" in pharmacies across the country.

The 'Today's the Day' promotion has been "developed not only to inspire people to be proactive and look after their health, but to encourage them to take action today, with Blackmores products being a simple way to start the journey," said Sue Moore, the firm's Director of Products, Development and Innovation.

During April and May, when consumers purchase any product from the Blackmores range they will have the chance to win the opportunity to create their "ultimate holiday".

There will also be a number of television commercials which will be run on both free to air and pay television.

An online interactive 'Wellbeing Wheel' at blackmores.com.au/today will allow consumers to join the Blackmores website, set a wellbeing goal, track their progress, share information and "get inspired by other Blackmores members' goals".

Guild disaster appeal launch

THE Pharmacy Guild of Australia has today launched a Members' Disaster Appeal to assist many pharmacy owners who are facing major losses as a result of the recent flooding in Queensland and Victoria.

Guild President Kos Sclavos said that many insurers in Australia do not provide any flood cover under their standard business insurance policies, and even with the Guild Insurance inclusion of 20% automatic flood cover towards replacement cost of buildings or business contents, the flooding has "clearly left some affected Members facing significant debilitating costs."

"At this time the affected Members are looking to the Guild for support to withstand this disaster and remain in business," he said, with the special appeal fund aiming to help those who have lost the most in the disaster.

The fund will start off strongly, with a \$200,000 contribution from Guild Insurance, as well as \$15,000 from Gold Cross Products and Services plus \$10,000 from each of Fred Health and

healthlinks.net.

"I am grateful to the boards of these companies that they have authorised this support," he said.

The funds raised will be administered under the supervision of the National Council's Corporate Services Committee which includes representatives from the ACT, Victoria, NSW and Queensland.

Contributions to the appeal are not tax deductible, and Guild Members who have suffered significant business losses will be able to apply for help by completing a statutory declaration form which will be available from State Branches within a week or two.

Sclavos said the focus of the fund would be on loss of fixtures and fittings in excess of any insurance payout, aiming to primarily recoup "tangible losses that can be verified" rather than business interruption costs.

"This is a time to help our colleagues in the greatest need. I urge Members to contribute to this disaster appeal, knowing that it will go directly to our member colleagues in severe financial distress through this unprecedented natural disaster," he added.

Contributions can be made by completing the special form on **page three** of today's *Pharmacy Daily*, with more information at www.guild.org.au/appeal.

PBS amendments

THE Health Dept has issued two price corrections for prices in the 01 Feb edition of the Schedule of Pharmaceutical Benefits, affecting fludarabine phosphate tablet 10mg and ezetimibe with simvastatin - see www.pbs.gov.au.

"Boost Your Financial Management"

At Hyatt Regency Sanctuary Cove

GOLD COAST 4-6th April 2011

Presented by Geoff Perry

FMRC Business Development

Over 2,000 Pharmacists have attended

CLICK HERE to go to brochure for details.

Gain 26 CPE points

"The most practical, demystifying course I have been to"
Megan Kelly - Kiama



DoHA crisis advice

THE Department of Health and Ageing has issued a special advice for pharmacists on dispensing medicines under emergency supply, script owing and immediate supply arrangements, in the light of Cyclone Yasi in North Queensland and the recent flood emergency.

For patients who do not have their Medicare, DVA or Centrelink card the pharmacist should ring the PBS enquiry line 132 290 for assistance with a patient's Medicare or concession details.

Patients can receive a three day emergency supply of medication without a prescription, and pharmacists can also confirm a patient's medication details with a prescriber and dispense using the 'owing prescription' provision.

Pharmacists must ensure they keep accurate records of emergency supplies to patients.

And temporary relocations of pharmacies due to flood or cyclone damage should send an email to Medicare Australia with details which will be fast tracked within 24 hours by the Australian Community Pharmacy Authority.

WIN A JULIENNE HAIR REMOVAL PACK



Every day this week, *Pharmacy Daily* is giving away hair removal packs, courtesy of Julieanne.

Each pack contains Julieanne Ultra Creme Bleach and the Julieanne Soft Feel Wax Strips.

For the ultimate bleaching experience! Julieanne Ultra

Creme Bleach contains all you need to bleach dark body hair. A gentle bleaching treatment for sensitive skin. Now you can feel more confident with hair that blends naturally with your skin tone!

Julienne Soft Feel Wax Strips are ready-to-use, instant hair removal strips infused with soothing Geranium oil to enhance your home waxing experience. Soft feel technology strips are so easy to use and are ideal for all hair types.

For a chance to win your very own Julieanne pack, simply be the first reader to send in the correct answer to the daily question below to comp@pharmacydaily.com.au.

Each Julieanne Wax Strip can be used _____ or _____ times

Hint! Visit www.julienne.com.au

Congratulations to yesterday's lucky winner, **Anne Johnson** from **High Tech Health, QLD**.

DISCOVER
SOMETHING
NEW
iMIMS
iPhone app

Available on the
App Store
or call 1800 800 629



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

Chemsave

STILL OFFERING
AUSTRALIA'S
HIGHEST
WHOLESALER
PBS DISCOUNT!

Contact us NOW to see how we
can help YOU!

DAVID PATTON: 0432 515 717

Just one click away from keeping up to date with all the breaking news as it comes to hand...



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.

&BEYOND AFRICA is offering a Stay five/ Pay four deal on its Rambling Kruger with &Beyond tour when booked before 31 Mar.

The package priced from \$3480.50pp includes twin or single accom, some meals, scheduled light aircraft flight, game viewing activities at Kruger National Park and Ngala Private Game Reserve, and Sabi Sand Private Game reserve, plus conservation fees and more.

Info at andbeyondafrica.com.

P&O CRUISES has special prices for two of its upcoming cruises onboard the new *Pacific Pearl* departing from Sydney.

The nine night trip departing 10 Aug is priced from \$899pp quad share and includes four ports in the South Pacific, while a seven night cruise leaving on 17 Apr visiting Noumea and Isle of Pines is \$899pp.

See www.pocruires.com.au.

BREAKFREE French Quarter in Noosa has 'new look' deals in One Bedroom Deluxe accommodation priced from \$189 per night or for a Two Bedroom Deluxe apartment starting at \$228.

Visit breakfree.com.au.

QANTAS Airlines has released \$99 one way fares from Perth to Exmouth, when purchased before 09 February.

Travel dates ex Exmouth are from 30 Mar to 20 Apr and 10 May to 07 Jul and from Perth from 22 Apr to 20 Apr and from 10 May to 07 Jul - qantas.com.

CRUISE

WEEKLY

Sponsored by Cruise Weekly
your FREE cruise newsletter
Subscribe now

www.cruiseweekly.com.au

TGA review public meetings

THE panel which has been appointed to undertake the Review to Improve Transparency of the Therapeutic Goods Administration (PD 21 Jan) has confirmed the details of a series of public consultations.

Events will kick off in Parramatta on Wed 23 Feb, with further meetings to be held in Albury on 28 Feb, Melbourne on 01 Mar and Perth on 04 Mar.

"In these meetings, the Panel will be particularly interested in the types of information you think the TGA should make available, and the ways you would like to receive that information," an invitation to prospective attendees reads.

The meetings will also include the opportunity for participants to share views with all attendees, as well as for discussion in small groups chaired by a member of the Panel.

The committee has been

requested to report on opportunities to provide more information about products on the market; the type of information and how it's made public by comparable overseas regulators; barriers to the release of further information; ways to publish the material; and "opportunities for the public to access more information about the advertising of therapeutic goods".

People wanting to attend the event must register by emailing transreviewpanel@tga.gov.au.

NZ pharmacist facing drugs charges

AN AUCKLAND-based pharmacist is reportedly facing charges of professional misconduct according to the NZ Health Practitioners Disciplinary Tribunal.

The case relates to alleged illegal sales of a range of prescription medicines including Viagra, Cialis, Reductil, Salbutamol, Propecia and "some antibiotics".

There's also an allegation relating to more than 50,000 Sudomyl and codeine phosphate tablets which are unaccounted for.

A hearing is expected to continue until the end of the week, according to NZ publication *Pharmacy Today*.

UK weight loss alert

THE UK Medicines and Healthcare products Regulatory Agency is advising people not to use the herbal weight loss product 'Herbal Flos Lonicerae (Herbal Xenicol) Natural Weight Loss Formula' due to possible side effects from an "undeclared pharmaceutical substance".

DISPENSARY CORNER

HERE'S one way to reduce smoking rates.

A Buddhist monk in the kingdom of Bhutan is facing five years in prison, after being charged with "consuming and smuggling contraband tobacco".

Bhutan is aiming to become the world's first ever smoke-free nation, and has introduced a strict new law which came into effect this month.

Sales of tobacco were banned in 2005 but smoking has continued with large amounts of cigarettes smuggled across the border from nearby India.

Under the new arrangements police who suspect people of smoking are able to enter homes, imprison shopkeepers who sell tobacco, and prosecute smokers who can't produce customs receipts for imported cigarettes.

AN entire town is set to be demolished in the USA after being declared a health hazard.

But a pharmacist is the final hold-out, refusing to vacate his store in Pichler, Oklahoma after rejecting a buyout from the govt.

Pichler is badly contaminated by lead, with officials set to demolish more than 900 buildings.

Pharmacist Gary Linderman operates the last remaining store in town as well as dispensing prescriptions, and said: "It's not time for me to leave yet".

A PHARMACIST in Florida in the US has been threatened by a thief wielding a cordless drill.

Police arrested 25-year-old Michael Hendrickson of Cocoa Beach after he allegedly gave a handwritten note to a pharmacist at a Walgreens outlet "indicating he had a gun and wanted prescription medicines or he would start shooting".

The pharmacist noted a pistol-shaped bulge in the man's waistband and handed over several bottles of unnamed drugs.

A short while later the alleged robber was stopped in his car and the medications recovered, along with a battery drill but no gun.

APP2011

17-20 March

Gold Coast Convention & Exhibition Centre, Queensland

"Community Pharmacy: Innovation in Healthcare"



The Pharmacy
Guild of Australia

REGISTRATION
NOW OPEN!

www.appconference.com



Guild Members' Disaster Appeal

Disaster appeal contribution form

Pharmacy name:	
Contact name:	
Contact number:	

Payment details:

Please circle:

Cheque* AMEX Visa Mastercard

*Marked payable to: Guild Members' Disaster Appeal

Please send cheques to: PO Box 7036
Canberra Business Centre
ACT 2610

Contribution amount:	\$
Name on card:	
Expiry date:	
Credit card number:	

*Note: Contributions to this appeal are **not** tax deductible.*

Receipt required?	Yes / No
Receipt type?	Email / Fax / Post
Email/Fax/Post details for receipt:	

Please send your completed form to: Fax: 02 6270 1800
Email: guild.nat@guild.org.au
Post: Address as per below

Thank you for supporting our colleagues in these devastating times.

National Secretariat

Level 2, 15 National Circuit, Barton, ACT 2600 Australia
PO Box 7036, Canberra Business Centre, ACT 2610 Australia
Telephone: + 61 2 6270 1888 · Facsimile: + 61 2 6270 1800
Email: guild.nat@guild.org.au · Internet: www.guild.org.au

