

Would you like  
to win these?



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PING

## ASMI on PPIs

**THE** Australian Self-Medication Industry (ASMI) has responded to a new Danish study which identified a potential association between the long-term use of high-dose PPIs and reduced efficacy of alendronate (oral bisphosphonate) in preventing hip fractures amongst elderly patients.

According to ASMI, the study was limited in that it could not determine whether the change in hip fracture risk was causally related to PPI use, or whether it was related to other factors such as comorbidity or medication compliance.

In addition, ASMI noted that for defined daily doses of PPI below 360 there was no impact on fracture risk, and for persons under 70 years of age there was also no impact on fracture risk.

## Blackmores' healthy growth

**LEADING** Australian natural health company, Blackmores, has enjoyed an 11.3% year on year increase in its half year net profit after tax of \$14.2 million, for the period ending 31 December 2010.

In addition, the company also clocked an increase in its sales growth of 7.3% to \$116.7 million, as well as a 10.2% increase in its gross earnings to \$21.6m.

Blackmores is attributing the growth to solid Australian sales and continued growth in its Asian operations.

Locally, increases in sales for the period have been associated with high levels of retailer promotional activity in the first three months.

"These results are sound considering growing concerns about the challenging Australian retail environment, natural disasters and cost of living increases," the company said.

Asian sales grew by an impressive 25% year on year, with the company expanding its reach to the Korean market with the launch of its products on the nation's CJO Home Shopping platform in December.

Sales in the Asian region, according to the company, have also been helped by the additional capacity provided by Blackmore's Warriewood campus investment, with the company reportedly able to pack 20% more in a day than they

were capable of 12 months ago.

The period up to 31 December also saw the addition of 22 new products across the brand, including Everyday Stress, Odourless Fish + D3, Womens Bio Balance and Digestive Bio Balance.

Moving forward, the company said difficulties in the retail market felt in the second quarter of the period, have further been compounded by the Queensland floods, Cyclone Yasi and other natural disasters across the country.

In contrast, the company's Asian business is "progressing well", and overall company directors remain confident that Blackmores will "deliver a modest increase on last year's profit result".

## Medicare Locals

**THIS** week the government released new guidelines for the establishment and initial operation of Medicare Locals, as well as information for applicants wishing to apply for funding to establish a Medicare Local.

Designed to "improve patient journey through the development of integrated and coordinated services; as well as to provide support to clinicians and service providers to improve patient care" the program will kick-off in July with the launch of approximately 15 Medicare Locals.

The new guidance documents feature Program Guidelines including policy context, strategic objectives, funding arrangements, boundaries, governance arrangements, accreditation, performance and reporting, and participants.

The guidance also includes an invitation for primary care providers to apply, as well as mandatory requirements, assessment procedures, selection criteria, feedback and complaints procedures.

A total of \$477m worth of funding will be provided for the scheme over four years, and once all Medicare Locals are established the total annual core of funding for the network will be around \$171m.

For details see - [www.yourhealth.gov.au](http://www.yourhealth.gov.au).

### WIN A HISSYFIT PRIZE PACK



Every day this week, **Pharmacy Daily** is giving away exciting prize packs, courtesy of **Hissyfit**.

Each pack is valued at \$59.90 & contains 2 Hissyfit products: Body Luxe and Body Bronze.

The Hissyfit focus on sophisticated textures, gorgeous colours, beautiful fragrances and results-driven ingredients, has led to an innovative range for super-smart girls who want to fast-track to flawless natural-looking beauty.

For your chance to win this great prize pack, simply be the first person to send in the correct answer to the daily question below to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

**What is the SPF factor in Hissyfit Handy Work?**

**Hint: Visit [www.hissyfit.com.au](http://www.hissyfit.com.au)**

Congratulations to yesterday's lucky winner, **Jessica Rigg** from **Signiq**.

## APP is looming!

**THERE** are only three weeks left before APP2011, and tickets for the Conference Gala are almost sold out.

Those wishing to attend should register now to avoid missing out. See [www.appconference.com](http://www.appconference.com).

## Sensaslim has arrived

**ADVERTISING** for the new weight loss product Sensaslim has begun in earnest, with the launch of ads on Channel 7, Channel 9, *Woman's Weekly* and *New Idea*.

For details, see page three of today's **PD**.

**HAS YOUR WHOLESALER REDUCED YOUR PBS DISCOUNT?**

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For retail store opportunities, call **(03) 8677 6690** or [click here for more information](#)

**natural health conference and expo**



4 & 5 March 2011 - Randwick Racecourse, Sydney  
**Expo FREE to attend - REGISTER NOW!**  
[www.naturalhealthexpo.com.au](http://www.naturalhealthexpo.com.au)

## “Boost Your Financial Management”



At Hyatt Regency Sanctuary Cove

**GOLD COAST 4-6<sup>th</sup> April 2011**

Presented by **Geoff Perry**

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Over 2,000 Pharmacists have attended  
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Megan Kelly – Kiama

## 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).



## DISPENSARY CORNER

**WARNING:** cat may cause hearing loss.

A British cat named Smokey, is up for the Guinness World Record for the loudest ever cat purr.

Clocked purring at a whopping 80 decibels, the 12-year old tabby purrs on average 55 decibels more than the average cat.

Up close it gets worse with Smokey contentedly purring at an average of 92 decibels.

Speaking to media, Smokey's long suffering family said her vocal activities get so loud, that when she enters a room it is hard to hear a television, radio, or the person on the other end of a phone call.

“She has always been very vocal and purrs at some level nearly all the time...she even manages to purr while she eats,” said her owner, Ruth Adams.

**GHOST** hunters prepare for battle!

Council members in the Tasmanian township of New Norfolk have voted to bring in paranormal experts in order to prove definitively whether the town's abandoned mental institution is haunted.

The former mental health hospital, Willow Court, has been an unofficial draw-card for ghost hunters and curious tourists alike, who visit the spooky site in the hopes of hearing, seeing or smelling some of its famed bumps in the night.

Plans are now in place for a team from the Australian Paranormal Investigation Unit to spend three nights in Ward C and Alannah (where the “criminally insane” residents were held).

One skeptic, Leyon Parker, told media that the team would need photographic and aural evidence, as well as eyewitness accounts to change Aussie skeptics' minds.



Are there ghosts in Willow Court?



### Obtain balance with Trilogy

Trilogy's **Balancing Gel Cleanser** and **Energising Face Lotion** is designed for younger skin types which need simple, light products to help maintain radiant, plump complexions. The Balancing gel is a smooth soap-free daily wash, which cleans skin without drying. The cleanser is also boosted with elderberry and comfrey to purify, rosehip oil to moisturise and aloe vera to revive. Trilogy's Energising Face Lotion is very lightweight and absorbs almost instantly. Infused with calendula oil (soothing and anti-inflammatory), green tea (antioxidant) as well as rosehip (antioxidant), evening primrose (aids cell growth) and avocado oils (antioxidant), and Vitamins E and A, the lotion boosts moisture levels and stimulates cellular renewal.

RRP: \$36.95 (150ml Cleanser), \$44.95 (Face Lotion)

Tel: 03 9533 1336

### Smooth away old wrinkles and fight off new ones

Kiehl's new **Double Strength Wrinkle Filler** combines sodium hyaluronate filling spheres which bind large quantities of water in the superficial layers of the skin to swell and fill wrinkles, with fragmented hyaluronic acid, which (due to its light molecular weight) is able to penetrate the deeper layers of skin to increase skin elasticity over time and plump the skin, to almost immediately diminish the look of fine lines. Other ingredients include tensor polymer which reduces the depth of wrinkles by creating an immediate tensing force on the skin, as well as the AD-1 peptide which stimulates elastin synthesis to recreate to functional architecture of the fibre, creating instant re-plumping and smoothing effects.

RRP: \$68 (220ml)

Tel: 02 9931 8888



### Brighten dark eyes with ceramide

Elizabeth Arden's newest **Ceramide Ultra Lift and Firm Concealer** is formulated using Snap-8 (Acetyl Octapeptide-3) which acts to plump superficial lines and relax skin. The formula also includes hibiscus abelmoschus seed extract which helps maintain natural collagen, elastin and protein pathways; ceramide 1, ceramide 3, ceramide 6 to reinforce the skin's protective barrier; phyto-sphingosine to fortify and strengthen skin barrier; as well as a range of moisture binding polymers; peptides to reduce puffiness; antioxidants; mica to diffuse fine lines and brighten the look of skin; and pigments which deliver colour. The concealer comes in three shades, Ivory, Fair, Light and Medium, and will be available from 18 April 2011.

RRP: \$50 (5.5ml)

Tel: 1800 015 500

### New look for an old favourite

Launched in 1982, **Bosisto's Eucalyptus Rub** has been given a facelift to bring it into the next century, and keep it fresh for Gen Y and beyond. Based on 100% pure Eucalyptus Oil, the product formula has changed very little over the last 29 years, and is designed to soothe and relax tired and sore muscles. The new packaging includes bright, fresh and energetic graphics in Bosisto's traditional 'parrot brand' colours of white, red, yellow and green. The new packs will be available this coming Autumn.

RRP: \$7.50 (35g tube), \$18.60 (250g tub)

Tel: 1800 655 841



**"SensaSlim has arrived"**  
**If you don't stock SensaSlim you will miss out on sales and Profit! \$\$\$\$\$\$**

**HURRY!  
HURRY!  
HURRY!**

The advertising has already started with a feature on Today Tonight on Channel 7  
Monday 14<sup>th</sup> February.



**This is just the beginning!**

If you would like to see the broadcast that was on Today Tonight, you can watch it  
at our website, [www.sensaslim.com.au](http://www.sensaslim.com.au)

If you want to read a copy of the medical white paper outlining the worldwide  
clinical trials on over 11,000 people from 101 countries, go to  
[www.sensaslimsolution.com](http://www.sensaslimsolution.com)

**SensaSlim** will be featured again on Today Tonight in the weeks ahead.

More advertising will be followed shortly after, with full page ads in magazines  
such as New Idea, Woman's Day, That's Life and Take 5.

Then Television! Channel 7 and Channel 9 nationally, including new Digital  
Channels.

We list all our stockists on our web site [www.sensaslim.com.au](http://www.sensaslim.com.au)

**Opening Special for Retailers.**

Purchase 6 and pay C.O.D. and receive another one Free. Buy 12 and receive 2  
**SensaSlim** Retailers for \$59.95 your price is \$36.30 65% mark-up.  
If you take up our special offer the mark-up increases to 93%

For details about your closest **SensaSlim** Area Manager you can contact me on  
[Peter\\_ralph@sensaslim.com.au](mailto:Peter_ralph@sensaslim.com.au) Ph 0425722589