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## Sensaslim launch

**TODAY'S Pharmacy Daily** includes a special full page promoting the imminent debut of a new OTC slimming medicine.

Sensaslim will be highlighted in a white paper to be released in the UK this week, and pharmacists are being offered a Pre Launch special deal on the product.

For more information see **page 3**.

## Scooter recall

**THE** TGA has announced a consumer-level recall of Mini Crosser-Cyclone DX mobility scooters.

Affected vehicles were made before Jan 2007, with model numbers 130T and 140T.

No problems have been reported within Australia, but the recall follows controllers on some scooters spontaneously combusting in Europe due to a "faulty controller setting".

The importer, Pride Mobility Products Australia Pty Ltd, will adjust the controllers on affected models at no charge; for more info call 1800 800 990.

## API slashes pharmacy deals

**AUSTRALIAN** Pharmaceutical Industries yesterday confirmed changes to its trading terms, with the "overall discount pool available to pharmacies being reduced by 25% effective 1 February 2011".

Speaking at the firm's annual general meeting, chairman Peter Robinson said the year had "not started the way we would have liked," with impacts to the business from the Queensland floods.

As well as this, the government's PBS reforms, the Fifth Community Pharmacy Agreement and Pfizer's decision to eliminate wholesaler distribution (**PD 06 Dec**) have affected API, with Robinson adding that "we are reviewing our overall cost base to further reduce the impact of these industry charges".

API ceo Stephen Roche told shareholders that the company's Brisbane Distribution Centre experienced 2m of floodwaters, with reconstruction set to take at least six months.

The floods are a blow to API's

Revitalise supply chain program, with projected synergies unable to be achieved this year, Roche said.

He said that API's strategy to develop its Priceline retail presence had given the company broader flexibility to grow, with total Priceline sales up 4.7% for the four months before Christmas.

Roche also cited API's "advanced plans to further exploit the potential of our Priceline brand, its Clubcard customer loyalty program and deepen our bond with Australia's female shoppers through a cause-related program that will strengthen their attachment to the Priceline brand in a highly meaningful and lasting way".

He said that during the year the Soul Pattinson and Pharmacist Advice brands had seen significant growth, along with the API Premium Member Program.

Roche said that the 25% reduction in trading terms for pharmacists was "the first of a number of potential adjustments through to 2015, as we manage the impact of PBS Reforms and maintain shareholder value".

He said the government had ignored pleas to increase the CSO funding levels for wholesalers, and warned that this could "fundamentally undermine the entire wholesaling industry and with it the principle of equity of access to medicine for all Australians".

## Generic Health support

**GENERIC** Health is offering flood affected pharmacies six month trading terms on any of its products without any requirement for ongoing purchases or minimum quantities - info 03 9809 7900.

## Registration update

**THE** chairman of the Pharmacy Board of Australia has advised that pharmacists who have lodged registration renewals within a month of their registration expiry date "can continue to practise pharmacy while that application is being assessed."

In an update issued yesterday, Stephen Marty said that pharmacists in all states and territories except Western Australia should have applied to renew registration by now.

Pharmacists in SA, NSW, Tasmania and Victoria who did not register by the expiry date in their jurisdiction have until the end of this month to renew.

After the expiry of this one month grace period, names will be removed from the register and pharmacists who have not applied to renew may not practise until they lodge a new application and their name is returned to the Register.

Pharmacists are able to view their current registration status at [pharmacyboard.gov.au](http://pharmacyboard.gov.au).

Marty said that once applications for renewal of registration have been processed, the records will be updated, with this normally occurring within two to 48 hours for applications lodged online.

## Head lice approval

**THE** US Food and Drug Administration has approved a new head lice treatment for children and adults.

Natroba (spinosad) Topical Suspension 0.9% is indicated for the treatment of head lice infestation in patients aged four years and older.

Natroba is manufactured for ParaPRO LLC of Carmel, Indiana



Pharmacy DAILY is giving Independent pharmacists the chance to WIN 1 of 10 Pharmacy Alliance Group memberships by answering this question:

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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).



## DISPENSARY CORNER

**AN ADELAIDE** man has lost his driver's licence and had his car impounded after turning up at a police station over the limit.

The ABC reports that the man went to Christies Beach police station to make an enquiry about a defect notice on his vehicle.

Officers say they breath-tested the 49-year-old because he appeared to be intoxicated, and found that he was more than four times the legal limit.

**THIS** would make a good segment for the popular channel 7 show *Border Security*.

A monk has been detained at Athens Airport after officials discovered parts of a human skeleton in his luggage.

The 56-year-old man from Cyprus allegedly claimed the skull and other bones were the remains of a nun, telling security staff he was “taking the relics of a saint” back to his monastery.

**INSECTS** could easily solve the world's food problems, according to a Dutch scientist who has announced plans for a so-called “bug cookbook”.

Professor Arnold van Huis from Wageningen University said that insects have more protein than beef, cost less to raise and have a smaller carbon footprint.

“Children don't have a problem with eating insects, but adults with developed eating habits do, and only tasting and experience can make them change their mind,” he said.

Recipes in his book will include grasshopper spring rolls, mealworm quiche and even chocolate pralines with worms.

“Meat consumption is expected to double from 2000 to 2050. We are already using 70% of our agricultural land for livestock and we cannot afford to spare more,” he said.

To push home the message, van Huis is conducting a special tasting roadshow in conjunction with a local cooking school, in the hopes of attracting more insect-eaters.

### Wound dressing goes Hydro

HARTMANN is set to launch a new wound dressing, titled HydroTac. The coated foam dressing features a hydrogel contact layer which allows moisture to be absorbed and donated to the wound, creating optimal moisture balance. HydroTac does not stick to the wound bed allowing for pain free removal, and provides good fluid handling capacity which in turn reduces maceration. The dressing also provides a cooling effect, which soothes painful wounds.

**Stockist: HARTMANN 1800 805 839**

**Pricing will be available upon launch on 21st Feb 2011.**



### Clarins creates instant smoothness

Set for release in February, Clarins' Instant Smooth Line Correcting Concentrate is based on its popular Clarins Instant Smooth Perfecting Touch product (released five years ago). Unlike the latter, the Concentrate formula comes as a portable silicone tipped pen to allow for on-the-go touch ups. The product features Clarins' “line correcting peptide” Dermaxyl, which stimulates cell communication and aids in skin repair. Other ingredients include Acacia micro-pearls, which basically sit inside wrinkles to absorb moisture and fill out lines. Clarins has also included soft focus pigments in the product, to minimise shadowy areas and diminish the appearance of wrinkles and large pores.

**RRP: \$45.00**

**Stockist: Trimex (02) 9663 4277**



### Perfume from the past reinvented...

Parfumerie Aqua di Parma is set to release its latest fragrance in February, Colonia Essenza. The scent is a modern interpretation of Aqua's original perfume Colonia, released in 1916, and is based on bergamot, lemon, mandarin, orange, grapefruit, petit grain, neroli, sage, rosemary, musk, lilly of the valley, rose, jasmine, patchouli, vetiver, white musk and amber. Created as a unisex perfume, the fragrance opens with a warm citrus and floral character, which melds into an altogether cooler woody scent.

**RRP: \$115 (50ml), \$195 (100ml)**

**Stockist: Trimex (02) 9663 4277**



### Have an original detox

Hair care company, Original and Mineral's Original Detox Shampoo is designed as a clarifying hair wash. Especially good for oily hair, or hair that is subject to a lot of daily styling products and/or chlorine, the shampoo neutralises and balances the hair and scalp without drying. The formula contains tea tree oil and peppermint to cleanse and invigorate the hair and scalp, whilst provitamin B5, silk proteins and UV filters work to nourish and protect. The shampoo is also free from sulfates, parabens, MIT, propylene glycol, phthalates and triclosan.

**RRP: \$29.95**

**Stockist: 1300 724 635**



### Dermalogica turns the clock back

Dermalogica's Age Reversal Eye Complex is a hydrating formula designed to fight the signs of ageing. The product is formulated using 0.1% retinol (increases cell turnover and growth), peptides (antioxidant and tissue regenerator), stabilised Vitamin C (antioxidant, aids in the formation of collagen), fraxinus excelsior bark extract (strengthens capillaries and increases circulation), and caffeine (constricts capillaries to reduce puffiness).

**RRP: \$95.00**

**Stockist: 1800 659 118**



# Advertising starts first week in February!

## Pre Launch Special

Buy 6 packets @ \$36.30ea, sell \$59.95 that is a 65% markup. For every 6 you buy and pay C.O.D. We will give you one for free, that increases the markup to 93%. Buy 12 and get 2 and so on.

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## THE WEIGHT IS OVER...

After 20 years of research, and the world's largest trials on a weight loss product, the scientific paper is about to be published.

During National Obesity Week in England (January 17 -23), the scientific community will be presented the white paper on Sensaslim. It has been the most anticipated new launch of any new OTC medicine this century. It is sure to create a massive amount of publicity and will be the news your customers have been waiting to hear.

Good news travels fast.  
Sensaslim is here.  
Be prepared for a stampede.



Sensaslim Solution - Nothing tastes as good as slim feels.