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PHARMACY ALLIANCE GROUP
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Last chance for QMA

THE Pharmacy Guild of Australia is reminding members that the QCPP Quality Maintenance Allowance comes to an end after 30 June, for details call (07) 3831 3788.

Onglyza on the PBS

AUSTRALIAN patients now have access to Onglyza (saxagliptin) 5mg on the Pharmaceutical Benefits Scheme, following its TGA PBS listing approval which was granted in March this year.

From today the once daily tablet is available on the PBS for the treatment of type 2 diabetes as a dual oral combination therapy with metformin or a sulphonylurea (SU) for patients whose HBA1c is greater than 7% (prior to initiation of a dipeptidyl peptidase 4 inhibitor (DPP-4), a thiazolidinedione or a glucagon-like peptide-1) despite treatment with either metformin or a SU and where a combination of metformin and SU is contraindicated or not tolerated.

The listing is particularly important in the face of growing numbers of diabetes patients in Australia, which at present sit at around 3 million (or one in four), but are predicted to blow out to 4.6 million by 2015.

MA awareness campaign

MEDICINES Australia will next month launch its first ever consumer awareness campaign, which will focus on a new 'The Australians Medicines Industry' branding tagline.

MA ceo Brendan Shaw said the organisation aimed to communicate the "great success story" of the Australian pharmaceutical sector, which directly employs more than 14,000 people, and generates over \$4 billion in exports - more than the car industry or the wine industry.

"We believe it is important that the Australian public understands the contribution of The Australian Medicines Industry to the health and wealth of the nation," he said.

The public rollout will commence on 30 July with advertising in News Limited publications, along with a website and associated public relations activity.

Shaw denied that the program was a response to the government's policy of deferring PBS listings, saying the campaign had been under development for more than 12 months.

"It's not a short-term measure and it's not aimed at a particular policy issue," Shaw said.

"It's targeting general public

recognition and awareness," he added, stressing that this was "just the start of the conversation".

The factually-based ads highlight the stories of real people working in the industry, aiming to put a human face to the sector.

Almost all of MA's 50 member companies will use the branding in their activities such as marketing and recruitment, Shaw said.

But the tagline won't be limited to MA members, he added, with other organisations such as the Generic Medicines Industry Association also offered use of the overarching brand for the industry.

Pharmacy audits

THIS month 500 pharmacies across Qld are set to be randomly audited by Fair Work inspectors to check whether they are meeting their workplace obligations.

As part of the inspection, auditors will check whether pharmacies have appropriate employment records, that pay slips are being issued in order and that staff entitlements such as minimum hourly rates of pay, overtime, minimum hours of engagement and meal breaks are being observed.

In addition inspectors will also alert pharmacies to Fair Work's free range of tools for employers and employees available at www.fairwork.gov.au.

WIN A \$175 PRIZE PACK FROM INNOXA!

Congratulations to yesterday's lucky winner, **Michael Venn from Murray T Martin Pharmacy, Mount Gambier.**

Pharmacy Daily has teamed up with **Innox** this week and is giving five lucky readers the chance to win some exciting skincare packs.

Each pack is valued at \$175.65 and includes 7 products from the latest Innox skincare range (pictured below).

The new Innox Skincare range is proudly Australian made and continues to use the highest levels of breakthrough ingredients to hydrate, protect and renew the skins cellular structure. Innox Skincare is 100% allergy tested, dermatologically approved and not tested on animals.

Visit the new Innox Training website at www.innoxatraining.com. Complete the online training and receive a training certificate, training badge and gift pack.

For your chance to win this exciting prize pack, simply be the first person to send through the correct answer to the question below to: comp@pharmacydaily.com.au

Is Innox Skincare 100% allergy tested?

Hint: Visit www.innox.com.au



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Pharmaceutical Society of Australia

THE MUST ATTEND INDUSTRY EVENT FOR 2011 DON'T MISS IT!

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.



Sweet relief for aching stinky feet

Hollywood Feet's Velvet Full Cushion is a welcome relief for achy winter feet plagued by uncomfortable enclosed or open shoes (heels, flats, boots, sneakers). The insert is basically a gel made from 100% polyurethane which is covered with a silky soft velvet overlay. Because it is a full foot size, the insert provides cushioning and non-slip comfort for both the heels and balls of feet, whilst its light lavender scent helps to stave off stinky feet. To use, you simply need to peel off the protective film and insert the narrow end into the heel area with the sticky side down. The cushion can be worn with or without socks or stockings, and helps with perspiration.

RRP: \$9.95

Stockist: 1800 268 803

You sleep whilst stem cells work their magic

Skin Physics' Cellugen Ultra Night Repair's main claim to fame is the inclusion of a powerful apple stem cell extract (regenetic), which has been proven to hold energy within skin cells to rejuvenate skin. In addition, the stem cells stimulate cell, collagen and elastin renewal and in doing so help to reduce the appearance of wrinkles. The formula is further enhanced with Kakadu plum, shea butter and Davidson plum which provide a boost of hydration and antioxidant, whilst fruit acids remove dead skin cells and unclog pores overnight. The cream itself is fairly thick, so you only need to apply a little bit for full coverage.

RRP: \$89

Stockist: 1300 797 662



Show them your shiny MaxWhites

Australians on the quest for a perfect set of pearly white teeth will be excited to learn of **Colgate's** latest release, **Colgate MaxWhite One**. Unlike most other whitening toothpastes which work gradually, Colgate's newest creation promises to give users white teeth within in just one week of use. The company delivers its Hollywood smile promise via a new formulation which works to remove stains whilst whitening teeth. Active ingredients in the mint flavoured paste include sodium fluoride.

RRP: \$5.99 (130g)

Stockist: 1800 802 307

New and improved look and formula

IsoWhey Complete nutritional protein powder has updated its look, with new packaging set to hit the shelves in July and which is designed to catch the eye of customers looking to lose weight. The tub has also been downsized to make it more convenient and functional. In addition to new packaging, IsoWhey Complete has boosted its formula to provide even more nutrients (to its current protein, 12 vitamin and 11 mineral line-up), including probiotics (for good gut bacteria), Litesse (a unique low GI fibre which imparts satiety and acts as a prebiotic) and digestive enzymes.

RRP: \$49.47 French Vanilla, Banana Smoothie, and Strawberries and Cream, and Double Chocolate; and \$25.84 for a box of 7 sachets (Double Chocolate/French Vanilla)

Stockist: 1300 650 455



DISPENSARY CORNER

A FAMILY snap.

A US man named Joe Parker recently had a meeting with fate after a stroll on a beach led him to his long-lost brother.

According to reports Parker was enjoying a leisurely beach stroll when he noticed the Hill family struggling to take a photo, and kindly offered to help them by taking the picture.

Parker soon got chatting to Rick Hill, who he discovered came from the exact same town in Massachusetts, a nugget of information which eventually led the pair to discover they shared the same father.

A NEW breed of cat.

Feline enthusiasts in Cuba are hoping to garner recognition for what they believe to be a previously undiscovered breed of cat, the Cuban Blue.

Up until now it was thought the cats were a subsidiary of the Russian Blue, however after a national campaign to find owners of the distinctive blue cat revealed the species was widespread throughout the island nation, and that none of the rare Russian Blue's had ever been officially clocked as arriving in Cuba, it was decided that the cats were their own breed.

The Cuban Cat Association has backed its claim saying, the Cuban Blue's structure is different to that of its Russian counterpart, as is the shape of its head.

THE realisation of a dream.

It was a long 30 years for one NZ man, Glenn Martin, who has been dreaming and working towards beating the record height for a jetpack flight since 1980.

Martin, who heads up the Martin Aircraft Company, realised that dream last month when he sent a crash-test dummy over a kilometer into the air via jetpack.

His jetpack is designed using a petrol-engine which fuels two fans that generate thrust to get the jetpack wearer into the air and flying for as long as half an hour.