

# Pharmacy DAILY

Wednesday 02 Mar 2011

PHARMACYDAILY.COM.AU

## Roflumilast approved

THE US Food and Drug Authority has approved roflumilast as a treatment to decrease the frequency of flare-ups (exacerbations) or worsening of symptoms from severe chronic obstructive pulmonary disease.

The once daily pill works by inhibiting the enzyme phosphodiesterase type 4 (PDE-4).

## Use it or lose it!

IDEAL FOR INDEPENDENT PHARMACIES

2010 was a watershed for many retailers. All Pharmacy owners who have experienced a decline in retail sales over the last year must now stop and take stock.

Customer loyalty can't be assumed.

- Exactly what should you do?
- Should you spend hundreds of thousands of dollars on a fit-out?
- Should your store be bigger or should you lose space?

To answer these questions, join Hilary Kahn (FeelGood Guide), Mark Nicholson & Norman Thurecht (Johnston Rorke Chartered Accountants) in a punchy and informative 55 minute online live seminar.

4th March 2011  
10:30am (AEST)

For Information Click Here

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# 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](http://www.appconference.com)

## PBS March additions

AS of 01 March, Ondansetron tablets in 4mg and 8mg dosages are available on the Pharmaceutical Benefits Scheme.

Other March PBS additions include Bortezomib powder 3.5mg; Cephazolin powder 500mg, 1g and 2g; Citrulline with Carbohydrate 4g sachets; and Docetaxel solution concentrate 20mg in 2ml and 80mg in 8ml.

See [www.pbs.gov.au](http://www.pbs.gov.au) for more.

 **PharmaSave**  
Australia Ltd



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



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

What stand number is Pharmacy Alliance Group on at APP 2011?

Visit [www.pharmacyalliance.com.au](http://www.pharmacyalliance.com.au) now to enter!

Pharmacy DAILY readers click here to enter

The Pharmacy Guild do a great job looking after the interests of pharmacists and the industry at large. That's why Pharmacy Alliance Group support APP and have done so since 2008.

This year you can find us on stands 112 & 113 (look out for the mowers). See you there!

PAL i<sup>mag</sup>

More profit

PAL Active

More profit. More time.

PAL Partner

More profit. More time. More support



PHARMACY ALLIANCE GROUP  
Freedom to choose

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## Health, Beauty and New Products

### Purely Ageless with Sukin

Australian natural skincare manufacturer, **Sukin**, has launched a new anti-ageing **Nutrient Rich Hand Treatment SPF15+**. The formula is non-greasy and only requires a small amount per use. Key ingredients in the product include Vitamin C rich Kakadu Plum Extract (aids production of collagen), argan nut oil (full of essential fatty acids, linoleic acid and Vitamin E for skin renewal and hydration), and hydrolysed wheat protein (to strengthen nails and lock in moisture). As an added bonus, the hand cream also contains zinc oxide for SPF15+ protection.

**RRP: \$17.95 (100ml)**

**Stockist:** [www.sukinorganics.com](http://www.sukinorganics.com).



### Ward off winter with Olive Leaf

Saying sayonara to summer is painful, but the transition of seasons is perhaps eased a little with the arrival of products to build and protect healthy immune systems in time for winter, such as **Olive Leaf Extract**. Said to contain 400% more antioxidant power than an equivalent amount of Vitamin C, Olive Leaf Extract supports the immune system and also aids in the maintenance of normal cardiovascular function. According to Olive Leaf's manufacturer, the market is growing for the product, which at present sells around 1000 bottles in Australia every day.

**RRP: \$39.95 (500ml), or \$23.95 (berry flavoured childrens formula)**

**Stockist:** 1300 653 436.

### Help for coldsores in one application

**Dynamiclear Rapid** is a one-application coldsore treatment which is said to assist in relieving the symptoms of a cold sore attack, and may speed up healing time. Made in Australia, Dynamiclear is listed on the ARTG and its key ingredients include cupric sulphate pentahydrate: 64mg/g, hypericum perforatum flower extract liquid (1:2) 500mcg/g and calendula officinalis flower extract liquid (1:2) 500mcg/g. In clinical trials, one application of the Dynamiclear formula lead to earlier crusting and a reduction of cold sore blisters, with less redness and pain. Dynamiclear is not suitable for patients with copper allergies.

**RRP: \$14.95 (2 applications)**

**Stockist:** 1800 646



### New pimple fighting power

Ultra popular teen targeted skincare brand **Clearasil** has launched a new range of anti-acne products, branded **Clearasil Ultra Pimples + Marks**. Designed to not only reduce the size and redness of pimples, but also to decrease the incidence of post-pimple marks, the range is created using Vitamin B3 (to strengthen the skin barrier and as an antimflammatory) and licorice (fights redness) to reduce marking. Other key ingredients include lactic acid (exfoliation), ceramides (moisturisation) and bisabolol (anti-irritant, anti-inflammatory and anti-bacterial) to help the skin repair itself. The range is made up of a daily face wash which doubles as a mask to reduce the size of pimples in 12 hours, and a moisturising lotion which also reduces spot size and redness within four hours of application.

**RRP: \$13.99 (Clearasil Ultra Pimples + Marks Wash & Mask), \$13.99 (Clearasil Ultra Pimples + Marks Lotion)**

**Stockist:** 1800 226 766.

### Luscious lips bursting with colour

Elizabeth Arden's new **Ceramide Ultra Lipstick** surrounds colour pigments with hydrating ingredients including skin-identical ceramides 1, 3 and 6, as well as phytosphingosine to plump lips with moisture, soften and strengthen skin. The addition of shea butter seals in moisture, whilst Tahitian gardenia extract soothes dry lips, and Vitamins A, C and E add a boost of antioxidants to the mix. The formula comes in wearable shades for every skin tone, as well as a selection of cream, pearl and shimmer finishes.

**RRP: \$46.00 (available from April)**

**Stockist:** 1800 015 500.



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### DISPENSARY CORNER

**THINK** traffic near you is stressful?

Well at least you don't live near the Merak Ferry in West Java, where locals have been stuck in an 11km traffic jam for three days.

Enough to raise the blood pressure of anyone, the traffic jam was caused on a morning when eight ferries out of a fleet of 30 were in drydock for repairs, leaving the Merak port unprepared for heavy traffic flows.

Drivers stuck in the jam have complained of insomnia, headaches, general aches, severe stress and hunger.

Some even told media of having to sell phones and clothes for food.

Local authorities have tried to calm rising tides of anger by telling motorists that four extra ferries are on their way to Merak to speed-up the flow of traffic.

**EXCESS** follicles are not concerning.

An 11-year old girl from Thailand, Supatra Sasuphan, has been crowned the world's hairiest girl by the Guinness Book of Records.

Covered with thick hair on her face, ears, arms and legs, Sasuphan has been diagnosed with the extremely rare Ambras Syndrome.

Only 50 people have ever been recorded as having the condition, which is caused by a faulty chromosome.



Having suffered some teasing for her hair, Sasuphan told media that her new title has made her the most popular girl in school.

**BEAN** grows a mound.

A 15-year old Chinese boy, Qui Erjin, has undergone a five hour surgery to remove an 18.7kg growth on his back, which began its genesis as the size of a bean.

By the time of the operation, the tumor had grown so large that it had grown into Qui's chest, and moved his right blade bone.

"He needs some time to find his balance again, as he suddenly lost a third of his body weight," Qui's surgeon said.