

Pharmacy Alliance offers big prizes

VISITORS to the Pharmacy Alliance stand at APP next week will have the opportunity to win a \$15000 new Toyota Yaris or a set of PING golf clubs worth \$2500 - for details see **page four** of today's **PD**.

MEANWHILE the winners of last week's Pharmacy Alliance comp in **PD** have been named, with each receiving a Pharmacy Alliance Group Membership.

The winners are: Srinivas C Kantipudi of Bonalbo Pharmacy; Rod Scaife of Richmond Pharmacy; David Vuong of North Balwyn Pharmacy; Archana of Brighton Beach Pharmacy; and Dean Taylor of Geraldton Airport Pharmacy in Western Australia.



PharmaSave
Australia Pty Ltd

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

**HAS YOUR WHOLESALE 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 WHOLESALE PBS DISCOUNT!

Contact us NOW to see how we can help YOU!

DAVID PATTON: 0432 515 717

Board issues CPD reminder

THE Pharmacy Board of Australia is reminding pharmacists to "reflect on CPD requirements" under the new national regime, with the first 12 month CPD audit period almost half way through now.

All pharmacists have been warned that if they are selected for an audit, their CPD records must "adequately demonstrate your participation in CPD consistent with the Board's CPD registration standard and guidelines" which this year require 20 CPD credits for the period ending 30 Sep 2011.

At the Board's meeting late last month, the recent hiccups with

AHPRA registration were also discussed, with the Board working with the authority to mitigate the "not acceptable" delays.

Incomplete applications are a common cause of problems, the Board said, with online renewal the most efficient and effective method.

The Board said that it will issue a consultation paper later this month on minor changes to the List of References required for pharmacists.

And the introduction of student registration means education providers must provide a list of enrolled students to AHPRA this month, the Board added.

Lisa is a pharmacist too!

RIGHT: iNova Pharmaceuticals Medical Affairs Associate Lisa Kouladjian was one of the presenters at a special pharmacist plant tour conducted at the company's manufacturing and laboratory facilities yesterday.

Lisa is also a practising community pharmacist, and gave the 21 pharmacist guests an insight into Good Manufacturing Practice and high quality standards in



action, from raw materials to finished goods for a variety of prescription and pharmacy-only OTC medicines such as DuroTuss, Diffiam, Cal-Sup and Metsal.

Yesterday's PSA accredited tour came hot on the heels of a recent visit to iNova by PSA ceo Liesel Wett, PSA Principal Advisor John Bell, and PSA Marketing Director Nicole Campbell.

iNova ceo Andrew Howden said the company was "delighted to support pharmacist education with a course designed to increase knowledge of pharmaceutical manufacturing and quality control."

iNova gm Australia/NZ, Peter Mayrick added that iNova was "committed to the trust and professional expertise associated with pharmacy recommendation".

Would you like
to win these?

Open to APP attendees only.

PHARMACY ALLIANCE GROUP
Freedom to choose



One week to go!

THERE'S just a week before the highlight of the pharmacy calendar kicks off - the 2011 APP conference on the Gold Coast.

This year's event will include high profile speakers such as Geoff Huegill, Paul Clitheroe and Professor Ian Harper, as well as Australia's largest pharmacy trade show along with a first class educational program.

The Gala Dinner will also feature Aussie rock legend Jimmy Barnes, as well as an auction to raise funds for the Guild Disaster Appeal

See www.appconference.com.

NEW

Sensodyne® iso-active® foaming gel

All round protection and sensitivity relief.



For the relief of sensitive teeth. **ALWAYS READ THE LABEL.** Use only as directed. Consult your healthcare professional if symptoms persist. Sensodyne® and iso-active® are registered trade marks of the GlaxoSmithKline group of companies.

GSKJPD00311

NSW PHARMACY DINNER 2011

Pharmaceutical Society of Australia

A NIGHT OF STARS

A night of glamour, awards, fine food, great company, entertainment and dancing.

Saturday, 26 March 2011

Novotel Manly Pacific, Manly
For more information or to purchase tickets go to

www.psa.org.au

or phone **(02) 9431 1100**



UK push for better drug labelling

MEDICINE labelling needs to be improved to ensure it is better understood by patients, according to the British National Formulary.

The recommendation comes on the heels of extensive consumer research into non-compliance, by a team at the University of Leeds, which found the most common reason for medicine non-compliance was misinterpretation or misunderstanding of instructions.

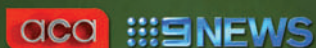
"Most medicines do contain leaflets which provide detailed information for patients," said Professor Theo Raynor, Professor of Pharmacy Practice at the University of Leeds.

"However the leaflet may get lost which means that the label on the medicine plays a very important part in guiding people's behaviour.

"It is vital therefore that wordings on labels are simple and straightforward," he added.

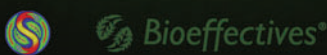
PRESS RELEASE

Bioeffective® A has just been featured on A Current Affair.



All Pharmacies should be aware that demand may be high for this product.

For wholesale enquires or product information please call (03) 9820 2699 or email info@solagran.com.
www.solagran.com



Priceline to offer insurance

API yesterday unveiled the first stage of a financial services deal with insurance company AIA Australia, a "new insurance offering aimed at Aussie mums".

At the API agm (**PD 19 Jan**) ceo Stephen Roche said that the huge success of the Priceline Clubcard loyalty scheme had seen the company receive approaches from a range of businesses "seeking to partner with API for the development and marketing of complementary goods and services."

The new *Priceline Protects* product offers life cover and serious illness insurance, with Priceline saying its move into the space "comes at a time when Australian women are chronically under-insured".

Costs start at less than \$20 per month and customers get bonus Clubcard points on the premiums.

Scans won't stop pain

AUSTRALIANS should consult with a pharmacist for OTC pain relief before going for a back scan or X-ray, according to a new NPS campaign to help consumers manage back pain.

As part of the campaign NPS is aiming to educate consumers that more often than not a back scan or x-ray won't find the problem, and that 85% of acute lower pain cases are related to muscles and ligaments, not disease or spinal damage.

"People need to understand scans and x-rays won't reveal the actual cause of the pain and in most cases having a scan does not change the treatment options or recovery time," said NPS clinical adviser, Dr Danielle Stowasser.

According to the NPS the number of imaging orders are increasing per annum, with around 5% of all imaging ordered relating to back pain.

"The amount of radiation to the reproductive organs region from a single plain x-ray of the lumbar spine is equivalent to being exposed to a daily chest radiograph for more than a year," the NPS said.

To treat backpain, the NPS recommends gentle exercise, and discussing OTC analgesic pain relief as well as heat/cold pack options with a pharmacist, and if symptoms persist to consult a GP.

Do you want to grow your retail sales?

A V venture will provide you with:

- ♥ Complete business system
- ♥ Award winning store design
- ♥ Dynamic online training

ASK ABOUT OUR NEW BLOCKBUSTER CATEGORY FOR PHARMACIES

APP2011
17-20 March
SEE US AT STAND 176

Nick Loukas 0412 359 683
www.vpharmacy.com.au

pharmacy
test good. test good.

Letairis modification

THE US Food and Drug Administration has modified the boxed warning for the pulmonary arterial hypertension drug, Letairis (ambrisentan), to remove the requirement for monthly liver enzyme tests.

The change in policy is a result of data from clinical trials and postmarket reports, which found that the drug poses only a low risk of liver injury.

MEANWHILE the FDA has also issued a warning regarding the drug Topamax (topiramate) and its generic versions, following new data which suggests the drug may increase the risk for the birth defects cleft lip and cleft palate in babies born to women who use the medication during pregnancy.

Healthcare professionals are being urged to "carefully consider the benefits and risks of topiramate when prescribing it to women of childbearing age".

Topamax is approved to treat certain types of seizures in people who have epilepsy, as well as to prevent migraine headaches.

For details see www.fda.gov.au.

WIN A FABULOUS NAIL CARE PACK



This week, **Pharmacy Daily** is giving 5 lucky readers the chance to win a prize pack from **Fabulous** professional nail care range (pictured to the left).

Each prize pack is valued at \$50 and includes: Professional Nail Polish Remover, Nail Polish 6 Pack, Mirror Shine, Miracle Nail plus a bonus Vitamin E Lip Therapy.

What do your hands reveal about you? Take a look at your fingernails. Are they strong and healthy-looking? Get Salon perfect nails right now!

It's time to take care of your nails with this prize pack of Fabulous professional nail care range. Have gorgeous looking nails in no time at all and let this range help you to make a lasting first impression that you won't need to go to a salon for!

For your chance to win your very own Fabulous prize pack, simply send in a correct answer to the daily question below:

In how many days will the Miracle Nail treatment take effect?

Email your answer to: comp@pharmacydaily.com.au

Hint! Visit www.keysun.com.au

The first correct entry received will win!

Congratulations to yesterday's lucky winner, **Emma Carter** from **Australian Pharmaceutical Industries, WA.**



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.

Wash away the day

Trilogy's Botanical Body Wash is a delicately scented unisex shower gel. Created using non-drying SLS-free cleansers derived from coconut (ammonium laureth sulfate and cocoamidopropyl betaine), the wash is enriched with rosehip seed oil (antioxidant which promotes collagen production), jojoba oil (aids cell structure stabilisation), kawa kawa (stimulates skin and has antioxidant properties), cucumber extract (moisturising agent) and amla fruit extract (toning agent). The addition of lavender infuses the wash with a calming aromatic scent.

RRP: \$27.95 (500ml)

Stockist: 03 9533 1336



Vitaman smoothes wrinkles naturally

Australian mens cosmetic company, Vitaman has launched a new **Wrinkle Smoother Serum**, which aims to hydrate thirsty skin, reduce the signs of sun damage and smooth the appearance of wrinkles. Formulated using Aloe Vera (anti-inflammatory), Bilberry Extract (antioxidant) and exfoliating alpha-hydroxy acids (derived from milk, apples and citrus fruit). The light weight serum absorbs quickly and can be applied on its own, or underneath a moisturiser.

RRP: \$79.90

Stockist: www.vitaman.com.au



Touch free clean hands solution

The **Handy San** is a touch free benchtop hand sanitising unit, which kills up to 99% of bacteria on hands. The unit uses an infrared sensor to sense hands, and then dispenses one use worth of liquid chlorhexidine-alcohol antiseptic solution with bactericidal action to cleanse hands of germs. The unit is available from Tech Health on a monthly lease plan and comes with a prefilled five litre bottle of the chlorhexidine-alcohol antibacterial solution (which dispenses around 7,500 single uses averaging a 2 month supply).

RRP: \$35 per month

Stockist: 03 9822 7951



Recover skins youthful luminosity

Claims' new **Vital Light Comfort Cream Day and Night** duo is designed to treat all the original causes of loss of skin luminosity with plant extracts. Both creams are formulated using cochlearia (firms skin), waltheria (boosts collagen production and improves light reflection) and spergularia (diminishes the appearance of hyperpigmentation). Vital Light Day is said to focus on pigmentation, whilst Vital Light Night is said to boost microcirculation during the night. Texture-wise the

moisturisers are thick and creamy, but do not leave oily traces on the surface of the skin.

RRP: \$125 (Vital Light Day all skin types, Vital Light Day dry skin, Vital Light Day SPF) and \$130 (Vital Light Night and Vital Light Night dry skin)

Stockist: 02 9663 4277



Lose weight and cleanse the body

Skinny Mini is a weightloss/detox program which involves drinking three sachets a day for five days, in conjunction with eating Skinny Mini approved meals. Sachets contain kakadu plum, goji berry, acai berry, cranberry, green tea, flaxseed meal, psyllium husk, apple pectin, inulin, calcium citrate and bovine whey. Each pack contains 15x7g sachets for on-the-go convenience.

RRP: \$39.95

Stockist: www.skinnymini.com.au or 03 9278 7555



DISPENSARY CORNER

POLISH vodka on the rocks.

A 23-year old Polish man, Michal Kawolski, recently found himself floating out into the Baltic Sea on a sheet of ice after a heavy vodka drinking session.

According to reports, Kawolski was drinking with friends at Gdansk, when he was dared to walk out onto a sheet of ice forming at the shore line.

"It seemed like a good idea after a few hours of drinking," said one friend.

"There was a loud crack and then he started to float away... we thought it was funny at first but then he started to scream for help," the friend added.

Kawolski was rescued 1km out to sea by the coastguard, and was hospitalised overnight for hypothermia.

BOWLED over by charity.

A 25-tonne rock which demolished the home of Phil Johnson during the recent Christchurch earthquake, has sold online in a charity auction for an impressive \$44,000.

Listed on the Trade Me site under the description:

"For sale, 1 owner, 25-30 tonne landscape feature (answers to the name Rocky)."

"He is in pristine condition (just a little bit of concrete dust).

"Suitable for garden feature, or as in our case, a magnificent addition to your living area...

"Rocky will enhance your 'indoor-outdoor' flow considerably."

The winning bid went to a Mount Hutt ski resort, who plan to display Rocky out the front of its establishment.

All proceeds from the sale are being donated by Johnson to a relief fund for quake victims.

A Rocky day!



Go into the draw to **WIN!***



A Toyota Yaris
valued at

\$15,000



A set of PING golf clubs
valued at

\$2,500

**FREE
ENTRY**

Visit www.pharmacyalliance.com.au to enter
then visit us on stands 112 & 113 to qualify.

***Open to APP attendees only.**