

Instant eye makeover

TODAY'S PD includes two pages of news, plus a full page from Skin Physics on its Instant FX instant eye makeover product.

The first Australian product to feature the uber-hydrating ingredient hyaladisine, Instant FX is a unique sonic vibration device that contains 11 active ingredients to target fine lines, wrinkles, dark circles and puffy under eye bags.

The product is backed by nine clinical studies, and the first batch is already completely sold out.

See **page 3** for details.

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An exciting time for MS

THERE has never been a better time to be in Multiple Sclerosis research and treatment, according to Professor Graeme Stewart, head of Westmead Hospital's dept of Clinical Immunology, who spoke to industry guests at a Bayer Australia dinner last week.

Held in the lead up to MS Awareness Day (25 May) and MS Awareness Week (25 May - 05 June), the evening included presentations from Prof. Stewart and Dr Michael Barnett, Director of the MS Society Clinic and the MS Clinical Trials Unit at the Brain and Mind Research Institute.

At present there is no cure for MS, a debilitating chronic disease which affects around 18,000 Australians, 87% of whom are diagnosed during their 20s and 30s, and the majority being women.

Activity next week is hoping to raise awareness of MS and effects on employment, given that 80% of MS sufferers lose their jobs within 10 years of diagnosis - meaning more research funding is vital.

"You give us the tools and we'll finish the job", said Stewart, quoting Winston Churchill.

"In the last three years we have discovered more than we have in the 32 years prior and we are now starting to wonder **when** we will unravel the cause, not **if** we will unravel the cause," he added.

The causes of MS are, according to Stewart, the key to finding a cure, with recent studies hinting that causality may be caused by an interaction between inherited factors (genes) and environmental factors (Vitamin D, glandular fever and cigarette smoke).

Speaking on the recent gene breakthroughs derived from a massive study involving 40,000 screenings of the whole human

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Takeda buys Nyxomed

JAPANESE pharmaceutical manufacturer Takeda has announced the 9.6 billion Euro purchase of Swiss firm Nycomed.

The deal excludes Nycomed's US dermatology business, with the move seeing Nycomed's current investors, a consortium of private equity funds, exit their stake.

Takeda said the move would transform its business, giving it "immediate strong presence in the high growth emerging markets, while doubling Takeda's European sales" and lifting its annual turnover by more than 30%.

Twynsta onto PBS

COMBINATION blood pressure medication Twynsta (temisartan/amlodipine) will be listed on the PBS from 01 Jun, indicated for patients with hypertension not adequately controlled on monotherapy or treated with two individual tablets.

Twynsta has been shown to deliver significantly greater BP reductions in patients with uncontrolled hypertension.

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Chemmart appoints

THREE new senior staff members have joined the Chemmart Pharmacy team this month, including Katie Fala, Sally Gesmundo and Daryl Barry.

Fala has been appointed as Chemmart Services Manager, and comes to the position having spent five years as Marketing and Membership Services Manager at the Pharmacy Guild of NZ.

Gesmundo has been appointed as Chemmart Marketing Manager and comes to the role having spent eight years at the Coles Group in a variety of marketing roles.

Meanwhile Barry comes to the role of Chemmart Merchandise Manager with 20 years worth of retail experience under his belt, having most recently worked as the Senior Merchandise Category Manager for Coles Express.

CPD Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

20-22 May: PSA South Australia Autumn Weekend, Majestic Roof Garden Hotel psa.org.au.

21, 22, 28 May, 04 Jun: FOCUS on gastrointestinal conditions in pharmacy - Sydney, Melbourne, Perth and Brisbane. All sessions now full - psa.org.au.

25 May: Improving pharmacist skills in the treatment of COPD - Qld Guild office, Spring Hill. Details on 07 3831 3788.

08-10 Jun: ConPharm 2011 in Darwin - see aacp.com.au.

17-19 Jun: Pharmacy Expo, Darling Harbour Sydney - details pharmacyexpo.com.au.

29 Jun-02 Jul: 9th International Conference on Life Long Learning in Pharmacy, Rotorua NZ - www.lllpharm.com.

06-09 Oct: PAC11, Melbourne Convention Centre pac11.com.au

Make your dying voice heard

AUSTRALIANS should chat to their loved ones and carers about dying, according to the Pharmaceutical Society of Australia.

The urging comes as part of the PSA's contribution to National Palliative Care Week (22-28 May), with the Society saying that whilst discussion about death can be upsetting, it is important that people understand your wishes prior to your passing.

"So if people want to die at home, or they want to have a say about the end stage of their lives, they need to do some basic planning," said Chief Executive Officer of PSA, Liesel Wett.

Along with discussing preferences, the PSA urged patients to find out about support services and prepare an Advanced Care Plan, covering the type of care they wish for and where they would like to end their life.

"In having these conversations, we have a great opportunity to make a positive impact on our lives, the lives of our loved ones, and those in our communities – the opportunity to choose to

maximise our life experience when we have certain knowledge that our life's end is near; the opportunity to make choices that minimise our suffering; and the opportunity to make choices that make the journey easier for our loved ones, leading to good grieving," said Wett.

Pharmacists, according to the PSA can help to support palliative care patients and their carers with advice concerning the quality use of medicines.

To support pharmacists' role in Palliative Care Week, the PSA will be circulating and displaying new information materials from Palliative Care Australia, based around the theme "Let's chat about dying".

Parasite test cleared

THE US Food and Drug Administration has approved the first test to help determine whether a pregnant woman or a person with swollen lymph nodes testing positive for toxoplasmosis, developed the infection within the past four months.

WIN A NUDE BY NATURE PACK



WIN Australia's No.1 Mineral Make-up System! And get the celebrity airbrushed effect on your own skin...

This week *Pharmacy Daily* have managed to get their hands on the entire 4-step **Nude By Nature** system to give to three lucky readers!

Each prize pack is valued at over \$150 and includes the Undercover Airbrush Primer, Natural Mineral Cover, Mineral Bronzer, Natural Finishing Veil and Mineral Brush.

No harsh chemicals, animal testing or itchy bismuth. Nude By Nature is the 100% natural formulations with incredible airbrushed results that are good for even the most sensitive skin!

For your chance to win this fantastic Nude By Nature pack, email your answer to the question below by COB on Friday.

In 25 words or less tell us why Australia's number one mineral brand Nude By Nature is your number one choice for cosmetics

Email your entries to: nudebynature@pharmacydaily.com.au

Three most creative entries will win this fantastic prize pack and their names will be announced in **PD** on Monday 23rd May.

DISPENSARY CORNER

A PATIENT in a Chinese hospital is refusing to be discharged because he claims medical staff gave him a tattoo during surgery.

34-year-old Sheng Xianhui from Kunming says his right buttock now bears two Chinese characters translated as 'Stone Disease', which appeared during a procedure to remove gall stones.

"Even if I wanted a tattoo, I wouldn't want those characters and I wouldn't want it on that part of my body," he said.

He claims he knew nothing about the tattoo until his wife spotted it during a hospital visit.

The hospital is apparently claiming that the marks "could have been caused by an allergy to the bed sheets".

A US man has been honoured by his local McDonald's restaurant after eating his 25,000th Big Mac.

Don Gorski said "I plan on eating Big Macs until I die.

"It's still my favourite food," he added, after eating his first burger in 1972 when he bought three Big Macs to celebrate buying a new car and ended up eating six more on the same day.

The 59 year old says he walks regularly for exercise, and has low cholesterol despite his diet which has only seen him go eight days in total over the last 30 years without eating a Big Mac.

He also said that he "probably has an obsessive-compulsive disorder," maintaining a collection of Big Mac boxes and receipts.

UK police officers in Cumbria have admitted to a record mix-up, after wide publicity about the arrest of a nine year old for drink driving.

Media leapt on the story of the young wastrel listed in statistics from a Freedom of Information request.

However Cumbria Constabulary says a review of the records showed that the driver in question was actually 19, but his birthday was incorrectly recorded.

INSTANTfx™

Instant Eye Makeover

The first product to contain **NEW** wonder anti-aging ingredient **Hyadisine™** – the most hydrating skin care ingredient in the world – **NEW INSTANT FX™** will be selling out in no time and **YOU** can be one of the world's first stockists!

Leading Australian bio-tech company The IGEA Group - behind breakthrough super brands David Babaii, Super Slim, and Skin Physics Cellugen – continues to break scientific boundaries.

We are proud to introduce the latest BUZZ in anti-aging that has scientists and beauty experts asking: “is this the best eye-makeover product ever made?”

INSTANT FX™ Instant Eye Makeover by Skin Physics®

This NEW unique sonic vibration device contains 11 powerful active ingredients and is backed by at least 9 clinical studies to guarantee the ultimate in anti-aging effectiveness.

3-in-1 INSTANT FX targets fine lines and wrinkles, dark circles AND puffy under-eye bags.

And what's more, this neat little device delivers **INSTANT effects** while working on delivering **LONG TERM results** at the same time!

Our first batch has already COMPLETELY sold out!!

The next batch is arriving on 26th May and as stock is limited to 250 units per store, make sure you get your order in NOW!!

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- HIGH VOLUME

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A massive national advertising campaign on Fox TV and in Body and Soul, Sunday Telegraph, Sun Herald, Herald Sun, Woman's Weekly, Woman's Day, New Idea, OK Magazine, Famous and many many more.

Help your customers get their hands on this incredible anti-aging revolution.



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Don't miss out! Call your friendly IGEA representative on 1300 853 833 for more information.

