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Three pages today

TODAY'S Pharmacy Daily has two pages of news including our weekly Health, Beauty and New Products feature - along with a third full page promoting the new Pharmacy Practice Incentives - see **page 3**.

PSA builds bridges in Qld

A **MULTIDISCIPLINARY** Health Symposium held on the Sunshine Coast last weekend has been hailed as a "phenomenal success".

The Pharmaceutical Society of Australia joined with the Optometrists Association of Australia, LifeTec Queensland, the Australian Association of Social Workers and the Health Fusion Team Challenge to organise the event, which included 90 participants across at least five health professions.

"All participants came away with an increased knowledge and understanding of how we can all work together," said PSA Qld branch president Bruce Elliot.

He said the symposium had been developed to bring together a variety of health professionals wanting to ensure continuity of care for patients.

Issues examined included diabetes, glaucoma, depression, palliative care, rheumatoid arthritis and healthy ageing, with Elliot saying the successful event "confirmed that multidisciplinary care models are the way for the future.

"To expand our clinical footprints we must recognise the skills and scope of practice of firstly ourselves and then of our health colleagues, respecting each other and most

importantly know how to complement one another," he said.

Elliott added that the timing of the symposium was ideal, given the imminent announcement of the first 15 Medicare Locals, "because the participants are among those who will be pivotal to the success of the Medicare Local system".

Bayer Confidential

BAYER this morning launched a new 'Women's Confidential' initiative to help women in self-selection of thrush treatment.

The company said it had conducted research showing that females are often embarrassed when asking a pharmacist or assistant for thrush treatment.

However with Canesten being an S3 medication, a pharmacist must be involved in the process.

The new Bayer self-selection system (pictured below) was successfully piloted last year.

Empty Canesten packages on the display module are handed to the pharmacist or assistant who can ask any necessary questions.

The Guild has commended the move for taking into account the scheduling system while "still allowing pharmacists the opportunity to offer better health outcomes for patients".



See womensconfidential.com.au

Vaccine side effects

AN independent assessment of Australia's management of vaccine adverse events released by the govt this morning recommends a "more cohesive and coordinated national plan to deal quickly and effectively with health concerns about vaccines".

WIN A WOMEN'S PAMPER PACK



This week **PD** is giving five lucky readers the chance to win a Women's Pamper Pack from **GAIA SKIN+BODY**.

Each prize pack is valued at \$59.80 and includes a Creamy Cleanser, Intensive Moisturiser, Facial Exfoliant and a Skin+Body Collection.

For your chance to win this fantastic GAIA SKIN+BODY pack, email your answer to the question below by COB on Fri.

In 25 words or less tell us what makes GAIA so great for women's skin?

Email your entries to: comp@pharmacydaily.com.au
Five most creative entries will win this fantastic prize pack and their names will be announced in **PD** on Monday 30th May.

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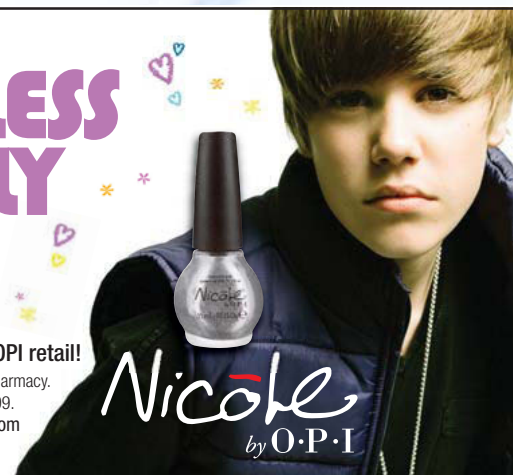
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Health, Beauty and New Products

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.



DISPENSARY CORNER

AN adventurous Aussie will set forth from Sydney this week with the aim of eradicating polio from every country in the world.

Rob Pennicott, who runs a cruise boat business in Tasmania, is planning to circumnavigate Australia in his vessel and will raise money by auctioning seats online for people who want to join him on parts of his quest.

"Our ambition is four million people giving \$10 each," he said, with the venture aiming to raise a staggering total of about \$40 million to get rid of the virus from the final four countries in the world where it is still extant.

STAFF working at a casino in NZ have come up with an unusual way to deal with insect bites.

The workers at SkyCity Auckland say that an infestation in the building is so bad that some have taken to wearing flea collars to discourage the tiny creatures.

A union official said staff had also been issued with bug spray, adding that "it's definitely a health and safety issue".

Management said that the carpets were cleaned every day in the 24 hour facility, denying any knowledge of bites.

"Most large carpeted buildings that are frequented by the public encounter some degree of an issue with biting insects," said a spokesman.

"We have thorough proactive pest control measures in place and are confident that we are providing a safe and healthy facility," he added.

POSSIBLY in the "yeah, sure" category is a claim by a German insurance company that its staff were inhaling salt rather than cocaine, in pictures published this week in the *Bild* newspaper.

An expose of a staff motivation trip to Spain showed the workers snorting white powder from a table, but the firm said the pics were from a "drinking game with salt, Tequila and lemon juice"



Nasodren is a welcome relief

An estimated three million Australians suffer from chronic sinusitis, but the introduction of **Nasodren Sinusitis Nasal Spray** in Australia will offer sufferers a 'welcome relief'. The one pack per treatment nasal spray is easy to use and fast acting, with the European-developed product now available over the counter at a range of pharmacies around Australia. Spraying the aqueous solution once a day into each nostril will thin the mucus, open the sinuses and facilitate rapid draining of retained mucus. Nasodren nasal spray contains cyclamen extract.

RRP: \$39.95 for one treatment pack
Stockist: 03 8416 0399



Instant eye makeover that takes years off your appearance

Instantfx Instant Eye Makeover is Skin Physics' first product to include the new compound Hyadisine. The new anti-aging "super ingredient" is claimed to hydrate for eight hours longer than the nearest competitor on the market, hyaluronic acid. Along with 10 other powerful actives and an advanced sonic vibration delivery system, Skin Physics says it's delivered a truly exceptional piece of skincare technology that visibly reverses all signs of aging. The Eye Makeover includes a list of ingredients including Grand X, Pepha Tight, Purslane, Eyeseryl and Ginseng Extracts. Upon use, the cream instantly targets wrinkles, fine lines and puffiness, whilst hydrating the skin. Dark

circles, skin elasticity, saggy eyelids, skin firmness and collagen production are improved with long term use.

RRP: \$67.00
Stockist: IGEA
Website: www.instantfx.com.au



A luminous new scent from the musical queen

Beyonce Heat Rush is a new scent that has been created to capture the singer/actor's shining personality and passion for life, all wrapped in a soft seduction. The fragrance "brings a feeling of warmth and sensuality to every woman who wears it. It's feminine and sexy, fresh and beautiful", explained Beyonce.

Heat Rush has top notes of passion fruit, blood orange and Brazilian cherry, with the floral bouquet scent created with a combination of Yellow Tiger Orchid, Mango Blossom and Orange Hibiscus.

The fragrance is presented in a bright orange flacon, and will be supported by a spectacular visual promotional campaign created by celebrity photographer Michael Thompson.

RRP: \$49.00 30ml Eau de toilette or \$89.00 for 100ml
Stockist: COTY
Call: 1300 853 933



Cute as a button and packing a punch for primed pouts!

Infinite Gloss is the brand new gloss from Designer Brands. The high shine gloss offers a hint of colour for girls wanting to add some brightness to their day. Ingredients of Infinite Gloss include antioxidants, vitamin E and Jojoba Oil, to protect lips from the elements plus Paw Paw, Argon and Manuka Honey to nourish and hydrate lips. And Infinite Gloss is priced so low that it's the "ultimate beauty steal" for your customers.

RRP: \$4.99
Stockist: 1300 765 332
Website: dbcosmetics.com.au

Have you registered yet?

*Register before **30 June 2011** for Pharmacy Practice Incentives to receive your start-up payments.*

*Register at **www.5cpa.com.au***

*Phone **1300 555 262** or email **support@5cpa.com.au** for more information*

