

Under-2 cough option

PHARMACISTS and pharmacy assistants will be delighted to know that there is still something that can be recommended for coughing children aged under two.

Prospan Chesty Cough Relief this week launched new Prospan Infant Drops to help relieve productive coughs in children of all ages - including infants aged less than 2.

From 01 September 2008 the TGA ruled that OTC cough medicines may not be used in under 2s, but this regulation does not apply to Prospan Chesty Cough Relief or Prospan Infant Drops because they don't contain the ingredients included in the ban.

Prospan's active component is an extract of ivy leaf called heder helix, which has been shown to be "both well tolerated and effective" in 21 published studies, one of which included 52,000 children aged 0-12 years.

The product acts as a mucolytic as well as soothing bronchial airways.

A 20ml pack of the new Prospan Infant Drops, with an inbuilt dropper, retails for \$9.95 - more information from biorevive@biorevive.com.

New NPS director

NPS Australia has today announced that its new Consumer Class Director is Dr Christine Walker.

Walker has extensive experience in the health sector, and is currently the Executive Officer of the Chronic Illness Alliance, the summit organisation of 55 member bodies representing various communities, age groups and conditions across Australia.

She's also Chief Investigator on several NHMRC research projects and is an associate partner with the Centre for Clinical Research Excellence in Diabetes.

Dr Walker took up her appointment on 19 May.

Sigma Rewards soars 20%

SIGMA Pharmaceuticals has released confidential data on the growth of its Sigma Rewards pharmacist loyalty program, which saw a 20% growth in membership in 2010.

The details were revealed in March to attendees at the 2011 Amcal and Guardian Retail Conference on the Gold Coast, and have now been made public in a media release.

GM Retail Operations, Peter Tilley, said the loyalty scheme growth reflected high levels of satisfaction from members, with the conference also celebrating a strong customer satisfaction performance by the Amcal brand, according to a Roy Morgan survey (PD 06 Apr).

The conference attracted more than 350 delegates and suppliers, with a highlight being an address from ceo Mark Hooper who was upbeat about the prospects for the company and its Amcal, Amcal Max and Guardian brands.

Sigma is strongly focused on delivering a stronger retail model, with recent initiatives

including a new Health Management Services program to support professional services, along with new national TV and catalogue promotions to support "sales growth already underway."

Sigma has also implemented a new approach to planogram layouts, and launched the HRSigma 'tool box' of human resources solutions to support pharmacies and "ensure that customer expectations are exceeded at every visit".

The company is also rolling out its new 'Be Good To Yourself' weight loss program.

Tilley said all three brands had achieved significant growth in 2010, with the momentum set to continue.

"We are very excited about the future prospects," he added.

Another Mylan generic

MYLAN Pharmaceuticals has launched a generic version of Roxicodone in the US, based on a development and supply agreement with a firm called Coastal Pharmaceuticals.

Oxocodone Hydrochloride tablets are available in 5mg, 15mg and 30mg formulations, and the product had US sales of about US\$325m over the last year, according to IMS Health.

Technology ethics

MINISTERS from the Asia Pacific Economic Cooperation (APEC) group this week formally endorsed the Kuala Lumpur Principles for the codes of ethics in the medical technology sector.

The KL Principles will "underpin the development of medical technology industry codes throughout the APEC region," according to the Medical Technology Association of Australia (MTAA).

"The endorsement by the APEC Ministers will facilitate open and transparent business environments free from the high costs of corruption, enhancing the ability of companies, especially small and medium size, to participate in global markets," according to a statement from the MTAA.

See www.mtaa.org.au.

Three pages today

TODAY'S *Pharmacy Daily* has two pages of news plus a page promoting the new InstantFX eye makeover product - for details see **page three**.

EMA defends its own transparency

THE European Medicines Agency has issued a formal response to an article in the *British Medical Journal* which called for more transparency from medicines regulatory agencies.

In a letter to the *BMJ* the Agency has outlined a number of steps taken to increase its transparency, including a new 'access to documents' policy which came into effect last November, as well as the launch of the European Union Clinical trials Register.

The EMA has also launched public consultations on a draft transparency policy, as well as on the release of safety data held in the so-called EudraVigilance database.

Agency acting executive director Andreas Pott said recent moves would strengthen the EMA's approach to "proactive and reactive dissemination of information on the quality, safety and efficacy of medicines".

Business Development Managers



Your Pharmacy Partner

Location - Melbourne & Sydney

APHS Packaging is recruiting for passionate and committed pharmaceutical sales professionals, with a demonstrable track record in achieving results.

APHS Packaging is a leading supplier of dose administration aids for pharmacies and aged care facilities across Australia. Through state of the art packaging and inspection systems, APHS Packaging produces easy-to-use medication sachets within a highly regulated manufacturing environment. With APHS Packaging poised for strong growth, this role will play a key part in the organisation's overall success.

Reporting to the National Sales Manager, these hands-on roles will focus on the new customer acquisition, as well as promoting the expanding product offerings to the existing customer base. You will achieve this by owning the customer relationships from origination to initiation.

Register your interest by contacting Peter Maloney,
0408 705 662 or peter.maloney@aphspackaging.com.au.



Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

VILLA M in Koh Samui Thailand is offering an introductory special to its guests who pay for three nights, with an additional fourth night free.

The offer is valid for travel between 01 Sep to 01 Dec 2011 with bookings to be made online at www.villasamui.com.

THE HOTEL CONNECTION is offering Stay four Pay three deals at the delightful luxury Victoria Palace Hotel in the Left Bank area of Paris.

Deluxe rooms are now priced from €279/night (AU\$373) and Junior Suite from €309 (AU\$413) inclusive of breakfast and tax.

The deals are available for stays from 15 Jul to 25 Aug and from 29 Oct to 29 Dec.

For bookings email katherine@thehotelconnection.com.au.

GREECE AND MEDITERRANEAN TRAVEL CENTRE has a last minute deal on a range of Mediterranean Cruises, offering discounts of 25-30% based on a first come, first serve basis.

25% is being taken off select departures on the Classical Greece itinerary, Aegean Odyssey; Jewels of the Cyclades and Black Sea Treasures cruises.

A 30% discount is being offered on The Turquoise Coast and Islands of Eastern Aegean departing Marmaristo in Turkey on 11, 25 Jun; 09 Jul; 17 Sep and 15, 22 Oct.

See grecemedtravel.com.

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New College board elected

THE Australian College of Pharmacy has reiterated its commitment to being the "pre-eminent provider of quality professional development and education," after announcing the composition of its new board following the annual general meeting last week.

Trent Twomey has been elected as president, with vice president being Trevor Clarkin.

Peter Saccasan is the college's finance director, while Brett Clark is the board's Executive Member, and other directors include Tim Lewis, Mike Farrell and pharmacy Twitter king Rick Samimi.

Twomey, pictured, said he was honoured to be taking over as president from Trevor Clarkin, who had "led from the front in the last few years."

"We have seen the stability and educational offer of the College progressively and substantially improve," he said.

Twomey said the College

brings a "different focus to CBD and education generally," which he said would continue to attract support.

"The College is not about industry politics - education and research is all we do."

"We provide practical education that is useful to our members and which improves clinical and business outcomes," Twomey added.



UK tick for PICO

SMITH & Nephew's Advanced Wound Management division today announced European approval for its PICO single-use pocket-sized canister-free Negative Pressure Wound Therapy system.

WIN A WOMEN'S PAMPER PACK FROM GAIA SKIN+BODY



This week **Pharmacy Daily** 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.

Everyday stresses can leave your skin feeling dry, sensitive and in need of renewed freshness. GAIA SKIN+BODY harnesses the power of organic oils, active organic botanical extracts, natural vitamins, anti-oxidants and amino acids, to effectively combat dryness, calm sensitivities and retain moisture.

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

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.

DISPENSARY CORNER

HOW about this for inspiration?

A limbless Frenchman has announced plans to swim several hundred kilometres across waters connecting five continents.

43-year-old Philippe Croizon tragically lost both his arms and legs in an electrical accident 17 years ago.

He's already famous for crossing the English Channel, and his next feat is scheduled to take place between May and August next year.

"My crossing of the Channel was a message of hope and of life to all my fellow companions in misfortune."

"Since the Channel swim I received many moving stories of handicapped people from all over the world...I know that I have given hope back to many," the inspirational swimmer said.

Croizon swims using special prostheses and flippers, with next year's adventure including a 20km jaunt between Papua New Guinea and Indonesia; 25km in the Gulf of Aqaba from Jordan to Egypt; a swim across the Strait of Gibraltar; and a final icy adventure crossing the Bering Strait.

VITAMIN B deficiency is set to surge in Denmark, where the government has expanded a ban on Vegemite to now also include its New Zealand equivalent, Marmite.

Legislation introduced in 2004 prohibits all products fortified with added vitamins, but until now Marmite had snuck under the radar.

Ovaltine and Horlicks are also barred from importation.

Specialist food retailers say the move will cause them "serious economic loss" because they'll have to now turn away Marmite fans.

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!!

- HIGH YIELDING
- HIGH VOLUME

PLUS FREE tag advertising opportunity for your store:

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.



DON'T MISS OUT!

Ensure you get stock in time for one of the biggest beauty product launches in Australia BUT HURRY! This exclusive offer will only be sold in Myer, Priceline and a maximum of 300 stockists in each state... make sure you're one of them!

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

