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## Say thank you mum

THIS week P&G launched a global Say Thank You Mum campaign to celebrate the mums of athletes.

Part of P&G's worldwide partnership with the International Olympic Committee, the campaign comes in the 100 day lead up to the kick off of the London Games.

In Australia, the campaign consists of a 30 and 60 second TV commercial called 'Best Job', as well as in-store promotions, online ads and social media outreach.

## API experiences growth

API has reported half year net profit of \$18.3m for the period ending 29 February, following the settlement of a Queensland flood insurance claim.

The period was a productive one for the company, with results showing that its retail sales grew by \$10.8m (or 3.2%) to \$349.6m, with comparable store growth of 2.8% "despite intense competition and

difficult market conditions".

In addition API reported that its Priceline network expanded by five stores since the prior financial year, to a total of 332.

The company also said that it expects to continue the trend of Priceline expansion, with further growth anticipated in the second half.

Priceline also experienced growth in its 'Sister Club' loyalty rewards program, with membership figures rising 8.8% year-on-year to sit at 3.7 million in February.

In addition, API also reported that Sister Club members are continuing to typically spend 50% or more than non Sister Club members.

Meanwhile, it was not all good news for the company, with API reporting that its pharmacy distribution sales for the period were down by 17.2% (or \$249m) compared to the same period last year.

API has attributed this drop in large part to Pfizer's decision to distribute directly.

## CHC on regulation

A RECENT Murdoch University study into Traditional Chinese Medicine products seized by Australian Border Officials validates the tight regulatory regime in Australia, according to the Complementary Healthcare Council of Australia.

15 products were looked at in the study, each containing prohibited and undeclared substances.

"The context of this study proves that our regulatory system works" said Dr Wendy Morrow, Executive Director of the CHC.

"Safety of consumers is the number one priority of Complementary Medicine companies manufacturing or importing products into Australia and this is why we have such regulations in place," she added.

## Young leaves NZ Guild

THE Chief Executive of the Pharmacy Guild of New Zealand, Annabel Young, has departed from the organisation.

A statement from NZ Guild President Karen Crisp did not detail the reason for Young's departure, but did confirm that the Board is looking for a suitable replacement.

"It is essential that, as an organisation, we remain clearly focused on our members during this very important time," Crisp said.

"We are fortunate that we have an excellent team at the Guild's headquarters in Pharmacy House, as well as an active Board that have already proved to be more than capable of supporting members in these matters," she added.

## PRIME FOR PERFECT MAKEUP

Every day this week **Pharmacy Daily** and **John Plunketts** are giving you the opportunity to win 1 of 2 prizes of John Plunkett Instant Wrinkle Filler (valued at \$39.95) plus a mini tube of Advanced Collagen Lift.

Instant Wrinkle Filler is a translucent primer that temporarily fills in imperfections like fine lines, mattifies with a unique gel-to-powder finish, and creates a perfect base for your makeup. Fragrance free and made in Australia.

For your chance to win, simply be one of the first two people to send in the correct answer to the daily question below.



**In which country is Instant Wrinkle Filler made?**

Hint! Visit [www.johnplunkett.com.au](http://www.johnplunkett.com.au)

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Congratulations to yesterday's lucky winners, **Christopher Kek** from **Chemist Warehouse Elsternwick** and **Wendi Jones** of **Friendly Society Pharmacy**.

## Guild Pharmacy Academy National Convention & Exhibition

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Go to [www.guildpharmacyacademy-nce.com.au](http://www.guildpharmacyacademy-nce.com.au) to register now!

## Bosisto's turns 160

TO celebrate its 160th birthday, Bosisto's is releasing commemorative bottles of its 200ml Eucalyptus oil.

The launch, set for May, will see pharmacies furnished with a tower display featuring the history of the brand, plus a commemorative handy hints brochure.

A cap sticker promotion will also give customers the chance to win \$5000, call 1800 003 431 for details.

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Runs 2nd April - 28th May 2012. Conditions apply.

### Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by **Dettol**.

*Mission for Health*

### GERM HUB TRAVEL TIP:

Always pack a medical kit in your bag, especially when travelling with children. Include Dettol's antibacterial cream to help fight infection in minor cuts and abrasions and Dettol soap to help remove germs.



[www.germhub.com.au](http://www.germhub.com.au)

**VENTURE** Holidays has released a range of land-only packages in Indochina starting from just \$194 per person twin share for four nights' accommodation, daily breakfast and private transfers in Saigon. Other deals include the four-night 'Heart of Cambodia Tour' which includes accom and daily breakfast, sightseeing in Phnom Penh and Angkor Wat with an English-speaking guide, transportation in Cambodia and private return airport transfers, from \$519 per person twin share.

For more information see [www.ventureholidays.com.au](http://www.ventureholidays.com.au).

**TO** celebrate the completion of its \$20 million dollar refurbishment, Sheraton Mirage Resort & Spa has launched a special Pay2 Stay3 offer.

As part of the deal guests can enjoy the newly refurbished Mirage Rooms from only \$580 for 3 nights, saving \$290.

See [www.sheraton.com/goldcoast](http://www.sheraton.com/goldcoast).

**SOFITEL** Sydney Wentworth is offering stays between now and 20 May from \$214 per night.

Other Sofitel's also offering the Autumnal deals include Sofitel Melbourne On Collins from \$221 per night and Sofitel Gold Coast from \$209 per night.

See [www.sofitel.com](http://www.sofitel.com).

## COPD mortality rate drops

**THE** number of Australians dying due to chronic obstructive pulmonary disease (COPD) has dropped dramatically over the past 40 years, according to the latest report by the Australian Institute of Health and Welfare (AIHW).

Interestingly the report found that the mortality rate dropped

more significantly in men with COPD than in women, with the death rate from COPD in men falling to 29 per 100,000 in 2009, less than a third of the rate in 1970.

Women however were found to have consistently lower mortality rates from the disease, with the AIHW finding that in 1970 male death rate was around eight times the female rate, whilst in 2009 the death rate for COPD among women was 17 per 100,000 people.

In terms of causal factors, the AIHW found that smoking was still the largest contributor to the disease.

"Trends in the rate of deaths from COPD generally follow tobacco consumption trends," said AIHW spokesperson Dr Adrian Webster.

Meanwhile, hospitalisations for the disease for men aged 55 and over were also found to have dropped, with figures showing a 20% fall between 1998-99 and 2009-10, from 1,545 to 1,236 hospitalisations per 100,000 people.

Conversely the hospitalisation rate for women was slightly higher in 2009-10 than in 1998-99, with 870 hospitalisations per 100,000 people compared with 835 per 100,000.

AIHW researchers also noted a strong seasonal influence on COPD, with hospitalisation much more common in winter and early spring.

In terms of the costs of health services related to COPD, the AIHW found that the nation spent \$560m in 2004-05, mainly on hospital costs for admitted patients.

### Antibiotic expectations

**ONE** in five Australians have an expectation that their GP will prescribe antibiotics to treat their coughs and colds, according to NPS research.

The study looked at responses from 1,013 Australians and found that four out of five also expect a prescription from their GP when they have an ear, nose, throat or chest infection, with 51% saying they would ask their GP for one.

6% of respondents also said they would ask for an antibiotic to treat their child's cough or cold, with fathers more likely to ask than mothers (22% vs 9%).

Shockingly only 40% of respondents knew that antibiotics should not be taken for viruses, whilst 40% did not know that taking antibiotics when they are not needed contributes to antibiotic resistance.

To combat these misconceptions, NPS has launched a Facebook page which encourages Aussies to become antibiotic 'resistance fighters'.

See [www.facebook.com/NPSMedicinewise](http://www.facebook.com/NPSMedicinewise).



### DISPENSARY CORNER

**SHE** may need glasses.

An American woman has law authorities scratching their heads in consternation after she managed to run her car into a telegraph pole whilst driving in the desert.

The woman, despite being surrounded by hundreds of kilometres of open desert in Rio Rancho, New Mexico, managed to ram head-long into a 20-foot pole, the force of which snapped it.

Fortunately the woman was not injured in the accident, however her car, and the pole will need serious repairs.



**HOLIDAY** bodies.

Nuffield Health has partnered with Kuoni Travel to better understand the health impact of a holiday.

As such the pair have launched a Holiday Experiment, which asks UK citizens to complete a survey between now and June which looks at their health and holiday habits.

Following the cut-off date for surveys, a number of participants will be selected to undergo clinical testing as well as discussion sessions with a psychotherapist, before, during and after going on a (free) Kuoni holiday.

Participants will wear a small ECG monitor for three days and nights before, during, and after the holiday, which will assess their heart rate variability and the relative activity of the sympathetic and parasympathetic nervous systems, whilst counselling will assess the stress, anxiety, mood, libido and general mental health.

The data will then be compared to assess how a holiday affects peoples health and wellbeing.



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