

“Pharmacy Alliance has delivered at least a 3-5% increase in GP across the whole business.”

Jason Cockman, Currumbine Pharmacy and newsagency.

Call 03 9860 3300
and we'll do the same for you.

 **pharmacy alliance**
Your formula for independent strength

Exercise with COPD

EXPERTS at Sydney University have found that Tai Chi can be an effective form of exercise therapy for people with chronic obstructive pulmonary disease (COPD).

The finding was part of a study published in the *European Respiratory Journal*, which found that Sun-style Tai Chi is more effective than usual medical care and may be as beneficial, as the traditional exercise of standard pulmonary rehabilitation.

“Tai Chi was of significantly more benefit in terms of improving patients’ exercise capacity, balance, muscle strength and quality of life compared with regular medical care without training,” said lead author, Regina Leung, PhD candidate at Sydney University’s Faculty of Health Sciences.

The study involved 42 people with COPD, half of which attended Tai Chi lessons twice a week and practised at home, whilst the other half followed their usual medical management with no exercise.

Participants in the Tai Chi group performed 75% better in the walking test.

National cardiac rehab plan

A NATIONAL plan is needed to boost the number of Australians who should be referred to cardiac rehabilitation programs, according to Dr Robert Grenfell, Clinical Issues Director at the Heart Foundation.

The call comes as part of an address by the National Heart Foundation of Australia, at a conference in Brisbane this week.

Cardiac rehabilitation programs are designed to help heart attack and heart disease patients to live an active life and prevent the reoccurrence of cardiac events.

The programs usually include exercise, health education, counselling, behaviour modification strategies and self-management support.

“We don’t actually know how many people are being referred to cardiac rehab or how many are completing these critical programs,” said Grenfell.

“It’s scandalous that these figures are not readily available.

“But based on research studies, we believe that only around 30% of those who have had a heart attack

are referred to a cardiac rehabilitation program,” he added.

According to Grenfell, cardiac rehabilitation, either hospital-based, community-based or home-based via a manual, telephone or online program, is a cost-effective intervention that can dramatically reduce the chances of having a subsequent heart attack.

“Cardiac rehab may reduce the risk of death by up to 25% and readmission to hospital within one year by up to 45%,” he said.

“The estimated direct hospital cost of heart attacks were \$1.19 billion in 2009, or around \$25,000 per heart attack,” he added.

“Considering around half of all coronary events occur in those people who have had a prior event, there is considerable health and cost benefits in funding cardiac rehab programs,” he added.

As such, the Heart Foundation is calling for funding for a national program, and has asked that the Government increase cardiac rehab availability across the country.

“It’s a no brainer that should be enthusiastically supported by state and federal treasurers and treasuries as a key way of reducing avoidable hospital admissions,” Grenfell said.

Dedicated Sony business

SONY Australia has launched a dedicated medical business unit, Sony’s Healthcare Solutions, responsible for the marketing and sales functions of all of the company’s medical products in Australia and New Zealand.

2012 NQ Pharmacy Ball

THE 15th consecutive North Queensland Pharmacy Ball will be held in Cairns at the Pullman Reef Casino on Saturday 10 November.

The 2012 event is themed Old Hollywood, and tickets will go on sale in September.

WIN A BODHI ME PACK



Every day this week **PD** is giving two lucky readers the chance to win a new Bodhi Me pack

from **You, Me and Everybody®**.

Each prize pack is worth \$85 and includes Bodhi Me Hand Wash, Body Wash, Body Lotion, Shampoo, Conditioner, Cream Cleanser, Facial Scrub, and Daily Moisturiser.

Bodhi Me – we decided to leave out the bad stuff so you can enjoy the good stuff.

For your chance to win, simply be one of the first two people to email the correct answer to the question below to:

comp@pharmacydaily.com.au

**Finish this sentence -
You love your skin
and we**

Congratulations to yesterday’s winners Lichin Lim from **PSA** and Melanie Sykes-Bridge from **PGA!**

Hint! Visit

www.youmeandeverbody.com.au



PHARMACY BUSINESS NETWORK

An initiative of the Pharmacy Guild of Australia

CANBERRA 13 - 16 SEPTEMBER 2012

MASTERCLASSES

Retail Ready - **SOLD OUT**

Pharmacy Survival Kit - **ALMOST SOLD OUT**

EDUCATIONAL TOURS

Retail Excellence & Pharmacy Technology

1st BUS FULL, 2nd BUS FILLING FAST

Managing Staff for Business Success

LARGER BUS BUT FILLING FAST TOO!

BUSINESS PODS

These are free one-on-one consultations with pharmacy experts and business specialists. Can you afford not to book a business pod consultation or two?

LIMITED TIME SLOTS AVAILABLE

○ **Register now** ○

More information and registration visit
www.guild.org.au/pharmacybusiness



The Pharmacy
Guild of Australia

PHARMACIES FOR SALE

South-East - Western Australia (#1511)

- * Single pharmacy town with low overheads
- * Modern Fit-out
- * Good Lease with minimal rent
- * Well serviced with all the necessary amenities

Sales Price \$295,000

Lorraine Lindgren 1800 670 440

Email:- info@ravens.com.au



Partnership Opportunity Northern NSW (#1523)

This is in excellent opportunity for working partner

- * T/O \$5,354,674
- * Gross Profit 34.33%
- * Sales Growth every year
- * Script approximately 280 per day
- * Manageable overheads

Sales price for 50% share \$2,250,000

Ph: Sue Raven on 1800 670 440

or 0407 759 736

or suer@ravens.com.au

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.

Whale into krill for joint support

Cenovis has released a new joint support supplement, **Joint Repair Krill Oil + Glucosamine**. The formula is designed to provide temporary relief from arthritic pain and joint inflammation within seven to 14 days and to help maintain joint cartilage by helping to reduce further damage and loss of cartilage. Krill oil is high in the Omega 3 acids EPA and DHA, which both may help relieve arthritic symptoms, including pain and inflammation. In addition, according to Cenovis, krill oil is also nine times more potent than fish oil meaning users don't have to take as many capsules to get the same benefits. Meanwhile glucosamine is a joint support nutrient that stimulates the manufacture of substances needed for proper joint function.

RRP: \$22.95 (available from September)

Stockist: 1800 451 453

Website: www.cenovis.com.au



DISPENSARY CORNER

BARRY is the solution?

The smooth sounds of Barry White are now working their charm on the animal kingdom, with a zoo in the UK using his music to get a group of shy flamingos in the mood for love.

Until Barry came along, piped into the flamingo enclosure overnight, no females had produced a chick in four years.

So far, under Barry's influence the flamingos have produced one chick, and three expectant mothers are now waiting for their eggs to hatch.

DON'T drink and fly?

A drunk Norwegian tourist is in a lot of strife after he decided to sleep it off on a baggage conveyor belt.

The heavily inebriated 36-year old man was in Rome's Fiumicino airport when he decided that he needed to have a little nap, and proceeded to jump over an empty check-in counter to nestle in relative peace and quiet on a strip of conveyor belt.

Unfortunately for him it was not long after he had crawled into the fetal position and passed out that the conveyor belt was activated and he travelled for 15 minutes around the belt, through the secure baggage area and into the baggage x-ray machine.

Still asleep at this time, the man did not notice the commotion that he caused, with airport security calling in police to investigate the body in the machine.

His respite was however broken when police roused him and took him down to the station for questioning, where they later pressed charges.

Embarrassed airport officials have moved to quell security concerns, saying "The Norwegian could have carried on going round the main belt but he could never have ended up in sensitive areas of the airport".

Get the perfect wash every time

Clearasil's new **Daily Clear Perfecta Wash** is an automated face wash dispenser which is sold with the **Super Fruit Extract** face wash. Dermatologist tested, the Super Fruit Extract formula contains raspberry and cranberry extracts which are known for their antioxidant properties to help keep skin looking healthy and radiant. Refills for the dispenser are available in Super Fruit Extract, as well as **Soothing Plant Extract** which contains active ingredients to help clear breakouts with the added benefit of skin-soothing ingredients for a gentle but effective daily cleanse. Meanwhile the **Daily Clear Perfecta Wash** dispenser is designed to deliver exactly 1.5mL of product each time.



RRP: \$19.99 (Clearasil Daily Clear Perfecta Wash with Super Fruit Extracts); \$11.99 (Clearasil Daily Clear Perfecta Wash refills)

Stockist: 1800 226 766

Website: www.clearasil.com.au

Quick response for your health



The makers of Hydralyte, **Hydration Pharmaceuticals Trust**, have launched a new brand, **Quick Response Health** (or **QR Health**). A pharmacy-only range, QR Health features a series of six high potency, premium quality effervescent vitamins and supplements. The range includes **QR Defence** with Vitamin C 1000mg + zinc + bioflavonoids; **QR Her** with women's multivitamin B Plus; **QR Him** with men's multivitamin B Plus; **QR Strength** with calcium 500mg + Vitamin D3 300IU; **QR Energy** with CoQ10 120mg; and **QR Immunity** with echinacea 6900.

RRP: \$9.95 (QR Defence), \$13.95 (QR Her, QR Him), \$19.95 (QR Energy, QR Immunity)

Stockist: (03) 8629 2929

Website: www.quickresponsehealth.com

Girls go dotty over Marc's new smell

Marc Jacobs' new scent, **Dot**, is a fresh and feminine fragrance, inspired by the polka dot. The light and juicy fragrance features top notes of red berries, dragonfruit and sweet honeysuckle, a floral heart of jasmine, coconut water and orange blossom, as well as lingering base notes of creamy vanilla, driftwood and sensual musk.

RRP: \$75 (30ml), \$120 (50ml), \$160 (100ml)

Stockist: 1800 812 663

Website: www.daisymarcjacobs.com

