

Priceline to go online

PRICELINE is continuing to develop its on-line store, which is due for launch in the second quarter of 2012, according to API ceo Stephen Roche.

API likely to amend terms

AUSTRALIAN Pharmaceutical Industries yesterday warned that it was expecting to once again alter discount terms to its wholesale customers, as it deals with the next stage of PBS reform.

Speaking at the API agm, chairman Peter Robinson said the April price reductions announced by the govt before Christmas were "significantly higher than expected and we are currently reviewing the potential impact."

"Management is currently formulating plans to ensure there are no issues with inventory for either API or our customers and the adjustments in discounts for our customers," he said.

Despite a gloomy retail outlook, Priceline performed well over the past year with total sales growth of 2.3% making it "one of only a few retailers to post positive comparable store growth...underscoring the difficult trading conditions facing the industry as a whole."

MEANWHILE also at the AGM, ceo Stephen Roche said there were a number of positive impacts of PBS reforms for the company.

He said that reduced dispensary

income would accelerate the need for pharmacists to diversify their customer offering and "lead to an increased level of interest by pharmacists for brands."

"We believe Priceline is well placed to benefit from this need, which in turn should lead to accelerated store roll-out growth". Roche said API also expects to see further growth in its Soul Pattinson and Pharmacist Advice brands.

AND Roche also forecast a "better earnings year in 2012," after the company's underlying pre-tax net profit of \$20.8m was hit by a \$50m impairment to the Financial Guarantee Program for pharmacists.

He said that the firm was poised for further growth in Priceline Pharmacy, saying "we increasingly view ourselves as being a specialty retailer rather than a healthcare company".

API backs Guild

API ceo Stephen Roche has strongly endorsed the Pharmacy Guild, telling the company's shareholders that the Guild has a "strong voice where it matters".

Speaking at the API agm yesterday Roche said that the regulatory environment provided certainty for the company.

"For the foreseeable future, deregulation of pharmacies is unlikely. The Pharmacy Guild continues to strongly oppose it."

And just in case there was any doubt, he stressed that "API supports the ownership of pharmacies by pharmacists".

High Tech warranty

HIGH Tech Health is starting the new year with a 'Peace of Mind' two year extended warranty offer, to further lift booming sales.

Pharmacies will receive a point of sale pack with new removable box stickers promoting the offer; for more details call 1800 505 108.

LIMITED TIME ONLY.



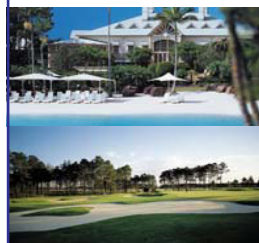
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10 year mental plan

MENTAL Health and Ageing Minister Mark Butler yesterday released a draft Ten Year Roadmap for National Mental Health Reform, seeking feedback under a public consultation process.

Developed under the direction of the Council of Australian Governments, comments on the plan will be used to help finalise the roadmap, for COAG to consider in early 2012.

Key directions outlined include promoting good mental health and preventing suicide, early detection and intervention, supporting patients to participate in society, keeping consumers and carers at the centre, and making services work for people.

An online survey tool to gather the community's views on the roadmap is available until 01 Feb at www.health.gov.au/mentalhealth.

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SUKIN, NATURALLY YOURS...



PD has teamed up with **Sukin** this week

and is giving five lucky readers the chance to win a Sukin essential skincare pack, valued at \$109.60 each!

Each Sukin pack includes: Cream Cleanser, Facial Scrub, Hydrating Mist Toner, Rose Hip Oil, Facial Moisturiser, Anti-oxidant Eye Serum, Night Cream & Hand & Nail Cream.

Sukin offers everyone affordable skincare with no single product retailing for over RRP\$24. With everyday affordable luxurious skincare and environmentally friendly products, Sukin really is 'Skincare that doesn't cost the Earth'.

Send the answer to the question below to:

comp@pharmacydaily.com.au.

Where is Sukin made?

Congratulations to yesterday's lucky winner, **Lucy Punturiero** from **Chemistworks**.

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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.

Get Lovestruck by Vera Wang

The latest scent release from high fashion guru, **Vera Wang**, is called **Lovestruck**. Inspired by Romeo and Juliet, Wang said the fragrance "captures the feeling of a woman who is struck by love" and that it represents an "irristible romance". The scent is described as feminine, floral and modern, and features a top note of pink guava and angelica flower, a mid note of delicate tuberose and woody base note tinged with musk.

RRP: \$69 (50ml), \$89 (100ml) and \$25 (Velvety Body Lotion 150ml)
Stockist: 1800 812 663
Website: www.verawang.com



Night time illumination

Designer Brands' newest release, its **Hi-Lights Illuminator**, will create a luminescent glow on even skin's dullest days. The illuminator contains minute particles that capture light, and will brighten skin and highlight features when applied to the cheek bone, brow line, forehead, inner corners of the eyes and down the nose bridge. Alternatively for a more subtle dewy look, the illuminator can be mixed with a face cream and applied for an all over glow

RRP: \$9.99
Stockist: 1300 765 332
Website: www.dbcosmetics.com.au

Estee Lauder uncovers Pure Topaz

The new spring limited edition range from **Estee Lauder**, **Pure Topaz**, includes eye, lip and nail products. The range was created by the company's Creative Makeup Director, Tom Pecheux who said he was inspired by a trip to Arizona "watching the warm sun, the amazing desert colours and the shadows that play on the rocks and sand". Stand-outs of the range include a **Five Colour Eyeshadow Palette** which features citron yellow with gold particles for a pearl effect, with natural desert tones. There are also **Dramatic Teal** and **Dramatic Black Kajal Eye Crayons** which when applied around the eye create a smouldering effect.

RRP: \$90.00 (Five Colour Eyeshadow Palette), \$40.00 (Kajal Eye Crayon)
Stockist: 1800 061 326
Website: www.esteelauder.com.au



Aussie App simplifies shopping

Health insurance company Bupa has partnered with The George Institute for Global Health to create a new smartphone application which promises to "empower Australian shoppers to make healthier food choices". Dubbed **FoodSwitch**, the software was developed in Australia and allows users to scan the barcode of packaged foods using their iPhone camera and receive immediate nutritional advice and see healthier choices. It includes a database of over 20,000 packaged food products found in Australian supermarkets and is expected to significantly simplify things for shoppers grappling with confusing food labels.

RRP: FREE
Download at: iTunes store or <http://bit.ly/foodswitchapp>
More info: www.bupa.com.au/foodswitch

Drug-resistant TB

DOCTORS in India have reported their first cases of so-called "totally drug-resistant tuberculosis" with a Mumbai hospital seeing 12 patients who failed to respond to any existing medications.



DISPENSARY CORNER

VISITORS to London's Science Museum are being asked to contribute to the future of dental health and facial surgery by having their faces scanned in 3-D.

A special 'Me in 3D' exhibit uses several cameras to create a virtual image, which can then be viewed and manipulated - for example "allowing users to look at themselves from behind their ear."

You can also have your face rendered in 3D with crocodile or zebra skin - but it's not just for fun.

Data from participants will be used by a group of UK hospitals to provide better treatment and surgery for patients with dental disfigurements and congenital conditions, reports the *BBC*.

"This will be the largest database internationally of face shapes collected to date," said a spokesperson for Great Ormond Street Hospital.

"London is the perfect place to capture the wide diversity in facial features of the global population," he added.

WE'VE heard of bill shock, but this is ridiculous.

Patients at a New York hospital certainly won't be feeling any better when they receive the bill for their stay - and in fact it might just put them into a coma.

A computer glitch has seen a number of recovering patients sent multi-million dollar fee statements - including one worth a whopping US\$44.8 million for a doorman hospitalised with pneumonia last year.

The *New York Daily News* says that apparently a billing error meant the invoice number appeared in the spot where the amount should be.