



Drive sales and win

API is promoting its Pharmacy Best Buys program with the lure of a Holden Cruz CD Hatchback as well as Coles and Myer gift cards to attract customers.

The program already has around 600 pharmacies participating, see **page four** for full details.

URGENT!!!

**11 Pharmacies
Under Contract**

We need more!

In All States!

**Commission by
negotiation**

Free Appraisals

Call Head Office

**1800 670 440 or email
grega@ravens.com.au**

**Call Vince Battiato for
Sydney
0410 299 271**

**All enquires treated
with strict
confidentiality**



Established since 1987

Global counterfeit concerns

THIS week the global pharmaceutical industry rallied to call for governments, industry and stakeholders to work together to stop the threat posed by the growing entry of counterfeit medicines from illicit internet pharmacies and other sources.

The joint statement issued by the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA), Pharmaceutical Research and Manufacturers of America (PhRMA), European Federation of Pharmaceutical Industries and Associations (EFPIA), and Japanese Pharmaceutical Manufacturers Association (JPMA), included recommendations to tackle the threat of counterfeits.

Together the quartet advocated robust patient education and awareness about counterfeiting and combating unsafe medicines, called for policymakers to set up effective safeguard systems against the entry of counterfeits in the legal supply chain, and also called for a crackdown on the makers of unsafe products.

The group also urged private stakeholders, including internet domain name registrars, search engine operators, and payment service providers, to play critical roles in ensuring patient safety.

"Counterfeiting is a crime against patients and poses a public health risk that can lead to treatment resistance, extended illness, disability and even death," said Eduardo Pisani, IFPMA Director General.

"With documented cases in at least 124 countries, counterfeiting is a serious global health problem,"

added Tadaharu Goto of JPMA.

The calls coincide with the US launch of the Centre for Safe Internet Pharmacies initiative, set up to target illegal internet pharmacies.

MEANWHILE the statement has been welcomed locally by Medicines Australia, with CE Dr Brendan Shaw saying "We support any initiative that will provide accurate information to health consumers on safe internet pharmacy sites".

"We urge patients not to put themselves or their families at risk by gambling on cheap internet alternatives," Shaw said.

"The best way to avoid the risk of counterfeit medicines is to get your prescription filled at a community pharmacy," he added.

Germ Hub for assistants

DETTOL is encouraging pharmacy assistants to learn the 'cold hard facts' about which germs cause cold and flu and solutions that they can provide their customers with to help prevent germ transmission, by undertaking its Germ Hub Module 2: Cold and Flu.

The online module includes interactive lessons providing need to know facts about the transmission of cold and flu germs.

The module also features case studies which provide tips about how to recognise whether a customer may require products to relieve their cold and flu symptoms, and whether they would benefit from an ongoing germ protection solution to help keep them healthy.

See www.germhub.com.au.

**The one
tool you can
trust to meet
all your
professional
program needs**



As a Guild owned company we are focused on building your business, by helping to position your pharmacy as a healthcare destination.

And what could be easier than using one tool to do this – add programs to patients, develop services, handle reporting and set KPIs. Backed by online and in store support and training nationwide.

Our people know pharmacy so our programs are in tune with you and integrate with dispensing software. They flag opportunities through prompts and make compliance easy.

With over 1 million cases completed by over 3000 pharmacies we are tried and tested and here to stay, but it does not stop here...

**MedsCheck Services
available soon**

**Subscribe now!
To receive an
Early Bird Special**

powering the better use of medicines

guildlink

PHARMACY FOR SALE

Iconic Melbourne Inner Eastern Pharmacy

\$8m plus Turnover

Under Receivers Instructions

Interested?

Contact

Kevin Wishart –
Sale of Business Pty Ltd
On
(03) 9822 1611

Victorian Pharmacy
Brokers
On
(03) 9593 1111

Spiritual research

PATIENTS are more likely to receive spiritual caring from older and more experienced nurses working in palliative care than younger nurses working in acute care, according to new research from the University of Sydney.

The research, published in the *Journal of Clinical Nursing*, looked at responses from 92 registered nurses at seven major metro hospitals in Sydney (both public and private), to determine the different approaches to spiritual caring between palliative care and acute care nurses.

According to the results, acute care nurses (who were more likely to be tertiary educated than their senior nursing counterparts) said that a lack of time or a desire not to be overly intrusive in a patient's private life prevented them from discussing spirituality or spiritual care with those in their care.

In contrast, study author Dr Susan Ronaldson said "The relationship of spiritual perspective to spiritual practice was significant for palliative care".

"We also found that the palliative care RNs were older, more experienced and had been in their specialty area much longer than acute care RNs," she added.

PAC12 earlybirds

THE Pharmaceutical Society of Australia has extended PAC12 Early Bird Registrations until 01 August.

Under the Early Bird offer PSA members will pay \$775 (a saving of \$150), while for non-members the fee is \$960 (a saving of \$195).

See www.psa.org.au/pac.

Heart at risk after surgery?

PEOPLE over the age of 60 who have knee or hip replacement surgery have a significantly higher risk of having a heart attack in the two weeks after their operation according to new research.

Published in the *Archives of Internal Medicine* the study looked at the medical records of over 95,000 Danish patients who had knee or hip replacement surgeries in the period between 1998 and 2007.

For comparative reasons each patient was matched with records from one or more people of the same age and gender who had not undergone knee or hip replacement surgery (around 265,000 comparative patients).

According to the study, researchers found that in the two weeks after surgery hip replacement patients were 26 times more likely to suffer a heart attack than their non-joint replacement surgery counterparts,

whilst knee replacement patients were 31 times more likely to have a heart attack.

Moreover this heightened risk was also found to stretch beyond the two week mark, with figures showing that in the six weeks post operation one in 200 hip replacement patients were diagnosed with a heart attack, whilst one in 500 knee replacement patients had a heart attack.

Those at the highest risk, according to researchers were aged 80 and over, whilst patients under 60 weren't at any higher risk of heart problems.

According to lead researcher pharmacist Dr Arief Lalmohamed, the study does not show a definitive cause and effect.

Dr Lalmohamed did however posit that the increased risk may be related to a loss of hemodynamic balance (the disruption of blood flow and blood oxygen during surgery) which can place extra stress on the heart.

You and your finances

GUILD NSW is running a full day financial planning workshop designed for pharmacy owners next week, titled 'Are You and Your Finances Ready for Retirement'.

The workshop will take place on Wed 01 August in St Leonards and will cover: making the transition, managing money - what are the risks, strategies for managing both personal and business risks, protecting your wealth - pre and post retirement, and debt management.

Call 02 9467 7132.

Carmex winners

PHARMACY Daily would like to congratulate Michelle Newick of Pharmacy Alliance and Amanda Seeto of Good Price Pharmacy Ashmore who were the lucky winners of last Friday's Carmex competition, and will enjoy a year's supply of the product.

For more chances to win with **PD** check out today's David Babaii competition below.

Refresher training

PHARMACY Club has announced the launch of QCPP Approved Refresher Training for pharmacy assistants, which begins with an interactive module which explains the types of coughs and the most effective treatments.

Sponsored by Bisolvon the module is aimed at giving pharmacy assistants the confidence to recommend the most effective treatments for coughs.

The module is available for pharmacy assistants to access at www.pharmacyclub.com.au.

WIN DAVID BABAII'S HAIR PRODUCTS



Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a prize pack inclusive of **David Babaii's** hair products, valued at \$70.

Most ordinary hair care systems use harsh sulphates that strip the hair causing dryness, frizziness, dullness and colour fade.

However, the David Babaii hair range works in harmony to

nourish and protect the hair, locking in natural oils with intensive ingredients. The David Babaii range is free from sulphates, parabens and petrochemicals. David Babaii is proud to introduce Miracle Volume, an instant hair volumising powder which is the latest addition to the David Babaii range.

For your chance to win this great prize pack, simply be the first person to send through the correct answer to the question below.

What type of David's Babaii's shampoo or conditioner would best be used on dry hair?

Email your answer to: comp@pharmacydaily.com.au

Hint! Visit www.davidbabaii.com

Congratulations to yesterday's lucky winner, **Sharon Miller** from **Amcal Max Chandra Pharmacy**.

WANT TO SELL YOUR PHARMACY?

- Genuine Purchaser
- **Anywhere** in Australia
- Confidentiality **Guaranteed**
- Decision within **3 Days**
- Offers are Unconditional

 **RING JOHN 0410 397 032**

Just one click away from keeping up to date with all the breaking news as it comes to hand...



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.



Blush on cue

Designer Brands' new **Lip and Cheek Rouge** is bringing the colour back to Australian women's cheeks. The creamy formula is enriched with Vitamins A, C and E, and provides a subtle, natural looking blush, perfect for the chilly winter months. As a lip rouge, the lightweight formula is smooth and subtle, and accentuates lips with a matte hint of colour, which can be built up for a more formal look. The product comes with a bonus lip brush to ensure perfect application every time, and comes in a wide range of shades.

RRP: \$9.99

Stockist: 1300 765 332

Website: www.dbcosmetics.com.au

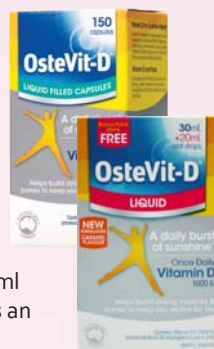
Liquid sunlight in a capsule

OsteVit-D's Liquid Filled Capsules are set to replace the brand's existing **OsteVit-D 150 tablets** (OsteVit-D tablets will still be available in 90's and a 250+50's bonus packs). The decision to exchange one of the brand's tablet formulations for the Liquid Filled Capsules is based on market research which indicates that some consumers prefer a liquid filled capsule as it is perceived to be a more modern format. The once-daily gel capsules provide users with 1000 IU of Vitamin D to help build strong muscles and bones. Meanwhile the company has also announced that it is also re-launching a new and improved **OsteVit-D Liquid**, which with only a 0.2ml dose provides users with a 1000 IU of Vitamin D. The improved product also features a new pack size, 30ml + 20ml free, which provides customers with 250 doses of 1000 IU, equivalent to 250 tablets. As an added bonus, the formula also sports a new caramel taste.

RRP: \$22.95 (OsteVit-D Liquid Filled Capsules), \$22.95 (OsteVit-D Liquid)

Stockist: 1800 653 373

Website: www.keypharm.com.au



Winter sizzle and crackle

Trend setting nail company, **Polished London's Crackle Effects** is adding sizzle to melt the winter blues. The formula is hard wearing, chip resistant, quick drying, and provides smooth and even application. The varnish turns nails into art, and is available in two colours **Knightsbridge** (silver) and **Union Black** (black). Basically the Crackle Effects range is designed to be applied over an already dry and set base colour. Once applied over this base colour (which can be any colour you desire) the Crackle Effects polish, as its name suggests, will create a crackle effect over the top of the base polish (see picture to the left to get a better idea).

RRP: \$7.99

Stockist: 02 8709 8800

Website: www.polishedlondon.com

Create your own skin illusion

Clarins is gearing up to launch its **Skin Illusion Mineral Powder Foundation** in October. The product is a lightweight, ultra-fine mineral powder which combines the coverage of a foundation with the lightness of a powder for flawless skin with a transparent finish. The range comes in six colours: Beige, Sand, Wheat, Honey, Amber and Cappuccino.

RRP: \$60 (launching 08 October)

Stockist: 02 9663 4277

Website: www.adorebeauty.com.au



DISPENSARY CORNER

CLAUSTROPHOBIC?

Developers in China have thrown tradition to the wind, opening the country's first "luxury" container hotel in Shanxi province.

The not so light, bright and airy hotel is spread over 5,000 square metres and is comprised of 35 recycled shipping containers.

YOUR daily dose of cute.

A baby sloth's life has been saved by a two-year old girl and her big fluffy teddy bear.

The infant sloth, Sjakie, was born in a zoo in the Netherlands, but within days of its arrival the youngster was wasting away and knocking on death's door, because its mother was unable to produce enough milk.

Desperate to save Sjakie zookeepers tried everything to get the youngster to take nutrients from their syringe, but to no avail.

"Baby sloths need to cuddle, especially when they nurse," said Sjakie's keeper, Boudewijn Stenbreker.

"We knew it needed to take milk from a syringe but without mum there it was not interested," Stenbreker added.

The keepers tried using stuffed toys from the zoo's gift shop, but Sjakie was not interested, and it was looking pretty grim for the baby sloth, until Stenbreker's two-year old daughter Lieke volunteered her favourite teddy for the job.

Together the keepers decided to give the pre-loved teddy a go, and Sjakie was soon cuddling the bear and taking food.

"Lieke was delighted," Stenbreker said.



Drive your sales...

and one of
your customers
could be driving a
NEW CAR!

**Now is the time to
boost your sales with
the proven pharmacy
retail promotion that
delivers more than
any other program.**

Pharmacy Best Buys is API's proven, low cost, easy to manage monthly promotion with up to 600 pharmacies already benefiting from:

- ✓ **Excellent gross margins and competitive pricing**
- ✓ **Top sellers and market leading brands**
- ✓ **NATIONAL press advertising featuring your pharmacy details**
- ✓ **Catalogue distribution with your name and details exclusively on the cover**
- ✓ **FREE in-store point of sale including posters, price cards, spare catalogues, competition entry forms & wobblers**



Image for illustration purposes only.
Prize will be a Holden Cruze CD Hatchback MY13

WIN a new car in September

There has never been a better time to join in on the huge success of Pharmacy Best Buys. The September major prize is a Holden Cruze CD Hatchback valued at \$25,100 with 5 state consolation prizes of \$500 Coles Group & Myer Gift Cards. Attract new customers to your pharmacy and encourage your existing customers to spend more!

Don't miss out. With printing and distribution of just \$130* per 1000 catalogues, Pharmacy Best Buys is the best value program in the market today, that's only 13 cents per catalogue.

This is the retail boost that will help drive sales and improve profits for your business. Sign up today and take advantage of our NEW CAR giveaway!

To find out more, free of any obligation; please contact your API Business Development Manager or API in your state.

NSW / ACT:	Kay Rice	P (02) 8844 2830
QLD:	Hayley Portsmouth	P (07) 3816 8606
VIC / TAS:	Marcia Ingham	P (03) 9904 0609
SA / NT:	Rosa Carbone	P (08) 8260 9400
WA:	Laura Di Pietro	P (08) 9350 0000

api

**+ PHARMACY
BEST BUYS**