

DDS & FreeToBeKids

DISCOUNT Drug Stores is launching a fundraising campaign for Australian charity FreeToBeKids.

A humanitarian group that has spent the last five years rescuing children from the slums and red light districts of India and the Democratic Republic of Congo, FreeToBeKids has helped over 100 children to escape devastating circumstances and find a better life by providing them with a space where they can recover and be educated.

Reliant on donations in order to keep its shelters running, FreeToBeKids said that it is thrilled to have the support of a large national organisation like Discount Drug Stores, who's already helped to raise over \$14,000 for the charity.

As a result of the new partnership Discount Drug Stores has marked July as FreeToBeKids month with all of its 100 stores set to donate up to 50 cents from a number of popular products sold to FreeToBeKids including Bioglan Kids Gummies, Nurture Infant Formula and DDS' own brand of medications.

Australians pay less for meds

CONSUMERS are benefiting from a big fall in the price that they pay for medicines, according to inflation figures released today by the Australian Bureau of Statistics (ABS) measuring the Consumer Price Index (CPI).

Commenting on the figures, Medicines Australia Chief Executive Dr Brendan Shaw, said that the fall indicated "that the Memorandum of Understanding between Medicines Australia and the Government for the Pharmaceutical Benefits Scheme is working".

The figures, according to Medicines Australia, show that in 2012 the pharmaceutical price component of the CPI had one of its biggest falls in the June quarter since modern records began.

As such, the ABS figures showed that the prices consumers pay for medicines fell by 1.7% in the June quarter.

"Expanded and Accelerated Price Disclosure, which was introduced as part of the MoU, drove significant reductions in the prices consumers pay for medicines on 1

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Today in Pharmacy

TODAY'S Pharmacy Daily features two pages of news, plus a full page from API Pharmacy Best Buys program which includes details on its monthly promotion.

Best Buys already has up to 600 pharmacies enjoying the benefits of the program.

See **page 3** for full details on the promotion.

World Hepatitis Day

THE World Health Organisation has designated 28 July as World Hepatitis Day.

Apotex loses appeal

APOTEX has lost its Federal Court appeal against a 2008 Court decision which restrained it from supplying its generic leflunomide product for the treatment of psoriatic arthritis.

Leflunomide is supplied in Australia by Sanofi-Aventis under the names Arava and Arabloc for the treatment of psoriasis.

In its appeal, Apotex argued that a claim in Sanofi's leflunomide patent did not support the order which was made at first instance, because it is a method of preventing or treating only the specified ailment psoriasis.

Apotex also argued that the patent was invalid, primarily because of want of novelty.

After considering the claims, the Federal Court dismissed the appeal in a unanimous decision, and ordered Apotex to pay Sanofi's court costs.

Mahoney wins fo Vic



PHARMACY student, Kahlinda Mahoney, of Monash University, has been awarded the title of 2012 Victorian Pharmacy Student of the Year.

Winning by the closest margin in the history of the competition, Kahlinda will now go on to represent Victorian students in the competition for the national Pharmacy Student of the Year title being held at PAC 12 in October.

Speaking in the wake of the decision, judging panel representative Michael Scavone commended the exceptional communication and clinical skills demonstrated by the Victorian runners up: Melissa Austin and Hannah Soon from La Trobe, and Vanessa Kleijn from Monash.

Mahoney is pictured above celebrating her recent win.



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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 **Cruise Weekly**.

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JETSTAR has launched a 24-hour sale on flights to New Zealand, and is offering fares for \$99.

On sale until 4pm today, the sale offers one-way fares from Sydney and Melbourne to Christchurch for \$99, as well as one-way fares from the Gold Coast, Sydney and Melbourne to Auckland for \$99.

For full details including terms and conditions, see www.jetstar.com.

FROM now until 30 July Seabourn is offering special fares on 50 of its upcoming cruises.

Deals include a 16-night cruise from Bali to Sydney on *Seabourn Odyssey*, which departs on 21 December 2012, and is priced from US\$7399 per person double occupancy.

For more info call 1300 987 323 or visit www.seabourn.com.

Australian digestive issues

TWENTY three percent of Australian women say their digestive issues are a nightmare, according to new research conducted on behalf of Vital Foods.

The research looked at responses from 1,000 women and found that digestive problems affect nine out of 10 Australian women over the age of 35, and that 85% of women want to free themselves of digestive distress and help their bodies "work the way they're supposed to".

The three most common digestive complaints, according to participants, include bloating (61%), wind (61%) and constipation (68%).

In terms of responding to digestive problems, 14% said that they were ashamed of their condition, over one third said that don't feel comfortable to perform or attend work, 34% reported that they don't feel comfortable to enjoy family time or getting involved in activities with the family, and 42% said that they don't enjoy spare/leisure time as much as they'd like and that digestive issues affect their social life.

Interestingly over 35% of those who suffer from digestive issues said that they felt embarrassed about the problem and try to keep it a secret as much as possible, whilst almost one half try not to think or talk about it.

22% of sufferers also admitted that they waited for the weekends to take medications such as laxatives so that they can use their

own bathrooms.

Meanwhile in terms of searching for a solution 65% said that they would go to great lengths to free themselves from digestive distress, including giving up a month's salary, walking over hot coals and even swapping the condition for an extra 10 kilos.

The release of the survey coincides with the launch of Vital Foods' natural digestive aid range, Kivia.

NAPSA appointment

THE National Australian Pharmacy Students Association has appointed Chris Braithwaite, NAPSA National President, as its nominee to the Australian Pharmacy Council Accreditation Committee for 2012/13.

"It is an absolute pleasure to be involved with the Australian Pharmacy Council and I look forward to giving a student's perspective to the Accreditation Committee," Braithwaite said.

DISPENSARY CORNER

GETTING fit for the wedding.

Women getting in shape for their upcoming nuptials took on a whole new meaning for a group of 100 budding brides in Belgrade who recently competed to win an all expenses paid wedding.

The competition involved the 100 competitors donning wedding gowns and running shoes and racing 150 metres, with the winner taking all.

Some soon-to-be brides tried to increase their chances of winning by selecting short bridal dresses and donning aerodynamic shoes, whilst others embraced longer fuller dresses for the occasion.

The winner, Sanja Cigoj, completed the 150 metre dash in just 19 seconds.



WIN DAVID BABAI'S HAIR PRODUCTS



Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a prize pack inclusive of **David Babai'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 Babai hair range works in harmony to

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

True or False? The David Babai range does not contain parabens, sulphates or petrochemicals.

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

Hint! Visit www.davidbabai.com

Congratulations to yesterday's lucky winner, **Kristen Peck** from **APHS Calvary Healthcare Riverina**.

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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!

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