

Today in Pharmacy

TODAY'S Pharmacy Daily features a page of news, a page detailing the latest health and beauty products and a full page from API on how to boost sales this winter.

See **page 3** for details.

Blood processing

A NEW \$215 million blood processing centre has opened this week in Melbourne.

It is expected the centre will now manufacture about 30% of Australia's national fresh blood supply.

Footballers nutrition

BIOCEUTICALS has signed on as the official nutritional partner of the Melbourne Football Club.

Under the agreement BioCeuticals will provide players with info on supplements and will have its logo displayed at selected events.

PHARMACIES FOR SALE

Mid North Coast of New South Wales (#1462)

- Good Gross Profit
- One pharmacy town
- T/O over \$1,000,000
- 5.5 day trade

Sales price \$950,000

Call Sue Raven 1800 670 440 or email suer@ravens.com.au

Central Coast NSW (#1516 & 1517)

- Two Pharmacies for sale must be sold together
- Beautiful location
- Combined sales of over \$4mill
- Returning over \$700,000
- Sales price \$4,470,000

Call Vince Battiatto 0410 299 271 or Gordon Bauer 1800 670 440 or email gordonb@ravens.com.au

[Click here](#) for more pharmacies For sale



Established since 1987

New Medicines Chairman

MARK Masterson has been appointed as the new Chairman of the Board of Medicines Australia.

Formally the Chief Executive at Australia's largest private diagnostic imaging network, I-MED, Masterson has been working within the medicines industry for 20 years, both in Australia and internationally.

Masterson's past roles have included Vice President, Asia Pacific Africa at Abbott and GM

Men, what's your score?

AUSTRALIAN men are being urged to complete a health assessment, titled What's your Score, in the lead up to Men's Health Week 2012 (11-17 June).

The survey is aimed at getting men to think about their health, and is based on questions developed by Foundation 49, Diabetes Australia and the Skin Cancer College.

Questions covered in the survey include: Have you had your last cholesterol checked in the past year? When did you last have your blood pressure checked? Have you ever discussed your testosterone levels with your GP? and Have you had your skin checked?

The campaign has the support of the Pharmacy Guild of Australia, and features Kos Scavos and various sports celebrities.

Men's Health Week is urging pharmacies to get involved by ordering campaign resources via www.whatsyourscore.com.au or by holding an in-store event to tie in with the campaign throughout Men's Health Week 2012.

How to build the financial strength of your pharmacy in the face of PBS price disclosure.

Independent Pharmacy Briefing June 2012

Melb: 5th Perth: 6th Syd (5th): 12th

Syd (Nth): 13th Bris: 14th

BOOK NOW!



PHARMACY ALLIANCE



Register to win an iPad

PHARMACISTS who register to attend the PSA's Clinical and Practice Expo's educational program before 07 May 2012 will go into the running to win a new Apple iPad.

CPEXpo will be held at the Hordern Pavilion in Sydney from 25-27 May.

Email cpepo@psa.org.au for more details.

Refreshing relaunch

ALLERGAN is relaunching its Refresh Eye Drops range with new packaging which was created in response to pharmacy staff and consumer feedback, and aims to differentiate products in the range.

To support the relaunch, Allergan has developed an online learning module, available for pharmacy staff at www.pharmacyclub.com.au.

ANZ at Abbott Laboratories.

"This is a genuinely exciting time for the industry in Australia and I am looking forward to working with the board and with our member companies to ensure we can capitalise on some of those opportunities," said Masterson.

"While the industry is facing many challenges here and internationally, fundamentally this is an industry that deserves greater recognition for the value it brings to society," he added.

Masterson's appointment follows the departure of Will Delaat, who retired as independent Chairman of Medicines Australia after 14 years on the board and six as Chairman.

New kid on the block

THE first new health insurance company to join the Australian market in more than 23 years has arrived on our shores, health.com.au.

Owned and operated in Australia, the company's parent is NIA Ltd.

According to a statement from health.com.au, the company deals with customers online, and as such will not have shop fronts.

The fund's website will provide customers with access to its product and policy, whilst all claims will also be processed online 24 hours a day, with rebates paid directly into bank accounts.

"At health.com.au we see a gap in the market when it comes to simplifying health cover, and believe we will solve a problem for consumers," said company CEO Andy Sheats.

Business for sale

Profitable branded pharmacy, Victorian regional city

- Annual turnover of approximately \$4.7m
 - Includes nursing home contracts and methadone program
 - Occupying 350m² of leased premises in central mall location
 - Opportunity for potential future growth and increased profitability
- Binding offers are required to be submitted prior to the close of business 31 May 2012.

PKF

Chartered Accountants & Business Advisers

Please contact Olivia Richardson of PKF Chartered Accountants & Business Advisers on (03) 9603 1840 or by email at olivia.richardson@pkf.com.au for a Confidentiality Agreement.

WIN A NUDE PAPAW



This week **PD** is giving 10 lucky readers the chance to win a Nude Papaw Ointment 75g Tub valued at \$12.95.

courtesy of **Nude by Nature**.

Unlike most popular Papaw ointments, Nude Papaw **does not** contain petrochemicals or preservatives. Instead Nude offers genuinely natural relief from only natural and naturally derived ingredients.

Soothing natural relief on: Nappy rash, minor burns, sunburn, open wounds, chafing, gravel rash, cuts, insect bites and cracked lips.

To win, simply be one of the first two people to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

What 2 sizes is the Nude Papaw Ointment available in?



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.



Lips need a bit of bedazzeling

Estee Lauder's limited edition **Pure Colour Gloss Sequins Finish**, features a hybrid texture which is said to combine the fluidity of a gloss with the softness of a lip cream, for an overall lacquered lip look. The formula is kicked up a notch in the shine stakes with the addition of pearlescent particles which create a sparkling effect for and a mirror-like shine finish. The gloss also features Vitamins C and E to protect and nourish lips, as well as multi-functional humectants which enhance lips' emolliency and moisturisation levels. To cap it all off, the gloss is lightly scented with a fruity fig fragrance. The range comes in four colour groupings: Nude (Molten Honey), Berry (Cosmic Pink and Fuschia Vibes), Coral & Red (Double Dare), and Plum (Violet Rain and Purple Passion), and is set to launch nationwide in June.

RRP: \$42.00

Stockist: 1800 061 326

Website: www.esteelauder.com.au

A blast of antioxidants

Bioceutical's new **Selenium Forte** oral spray is a once daily treatment which delivers the maximum allowable daily dose of selenium (142.8mcg) in just one pump. Selenium is a trace mineral whose antioxidant properties are said to help to prevent cellular damage from free radicals. The mineral also supports heart, thyroid and immune system functions. Another important role that the selenium can play is it may reduce the absorption of arsenic, cadmium and mercury in patients who have been exposed to these metals. As an added plus for Bioceutical's Selenium Forte spray, it is flavoured mint, so rather than users suffering selenium supplement after-taste, they can enjoy minty mouth freshness.

RRP: \$29.00

Stockist: 1300 650 455

Website: www.bioceuticals.com.au



What do princesses wear out for an evening?

Style icon **Vera Wang** has launched a new scent, **Vera Wang Princess Night**, described as "chic, intoxicating and mysterious". Sporting the tag line "Anything is possible after midnight", the perfume features top notes of wild berries, watermelon and sweet raspberry, a heart of jasmine, spicy orange blossom and passion rose, and is finished off with crushed sugar, musk and vanilla. Vera Wang places the scent in the Floral, exotic woody category. The bottle holding the perfume is crafted to conjure up the sparkle of city lights, and is covered in purple glitter and topped with a silver crown with purple jewel-like accents.

RRP: \$49.00 (50ml), \$69.00 (100ml)

Stockist: 1800 812 663

Website: www.verawangfrances.com

Beat dry skin naturally this winter

Burt's Bees' Cranberry and Pomegranate Body Butter is a blend of antioxidant rich cranberry seed and pomegranate oils, as well a nourishing cocoa and jojoba butters. The butter not only protects skin from antioxidant damage, but it also hydrates and protects it from environmental aggressors.

RRP: \$29.95

Stockist: 1300 243 418

Website: www.burtsbees.com.au



DISPENSARY CORNER

SOMETIMES needles need to be given without a sweet treat.

The 90kg black bear was taking a break from his studies at the University of Colorado, sitting in a tree on campus and daydreaming, when he was discovered by startled students.

Not sure of what to do the students called authorities and soon the bear was surrounded by animal experts who, instead of trying the pot of honey approach that worked so well for Winnie the Pooh, opted for a rather more serious option, a tranquiliser gun.

After getting stung by the gun the bear fell from the tree onto a specially laid crash pad, before he was carted off to wake up free, albeit a little groggy, in the mountains west of Boulder.

ARTISTIC accidents?

A 23 year old Chilean artist, Don Lucho, is turning more than a few heads with his latest creations, realistic looking road accidents made out of cardboard and bits of recycled goods.

The artworks include life-size models of smashed up cars and aeroplanes which have been strategically placed on the streets of Santiago.

One such artwork involves a small aeroplane which looks to have crashed into some trees in a popular city park, whilst another involves a seriously damaged car which appears to have crashed into a stop sign.

"I wanted people to come across a scene of an accident that hasn't just happened," said Lucho.

"The confusion people feel when they first encounter the scene makes them doubt what is real and what impact it should have on them," he added.



Boost your sales this winter



Sale dates: 11th-24th June

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 over 550 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
- ✓ Printing and distribution (Salmat) of just \$130 per 1000 catalogues



REGISTER NOW for our JUNE WINTER SPECIALS Catalogue and your customers could:

win 1 of 5 Canon EOS 550D DSLR Twin Lens Kit Cameras



Attract new customers to your pharmacy and encourage your existing customers to spend more. Sign up today and take advantage of our Camera giveaway!

This winter promote Pharmacy Health™



A private label brand for your pharmacy, with great profit margins and low prices for your customers. **It is free to participate^A and free to print.** There are no allocated quantity orders but suggested minimum quantity orders to comply with ACCC guidelines.

^AFree to participate does not include product costs. To participate you must be participating in the June Best Buys catalogue promotion.



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

| | | |
|----------|-------------------|------------------|
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REGISTER NOW!

api

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BEST BUYS**