



## CPEXpo this weekend

THE Pharmaceutical Society of Australia is reminding pharmacists and pharmacy staff that the CPEXpo is on this weekend.

Kicking off on Friday, registration is still open online, or participants can simply turn up on the day to register, for details, see **page three**.

## DDS heart health

**DISCOUNT** Drug Stores is implementing a new How Old Are You At Heart screening program.

Designed to uncover "the actual age of a patient's heart", the program assesses patients immediate and ten year risk of falling victim to cardiovascular disease.

"The problem with cardiovascular disease is there are very few warning signs, meaning it's difficult for patients to know that there may be a problem," said pharmacist and Discount Drug Stores' Professional Services Manager, Casey Clark.

"That's where our unique preventative programme comes in," Clark added.

According to Clark the in-store test helps patients to see how their lifestyles are affecting their heart, and it will also give them insight into how significantly these choices will affect them in the future if they do not make changes now.

To determine heart age, the test looks at the patient's age, gender, weight and blood pressure and compares it to a person of the same age and gender who is in 'normal' health (defined as a non smoker, non diabetic, and who does not take blood pressure meds).

## Australia's nutrition issues

**SEVENTY-five** percent of Australians do not choose food based on its nutritional value, despite the fact that 95% would like to be healthier, according to the 2012 Bupa Nutritional Survey.

The results also found that whilst most respondents said they had a good knowledge of nutrition, more than two thirds incorrectly answered questions about standard serving sizes for vegetables, meat and chicken.

More than 60% of people also said that they find the Nutritional Information Panels on packaging difficult to understand.

"While people want to be healthier, the results show far too many Australians either don't understand how to eat healthily, or doing so isn't a priority," said Bupa CMO, Dr Paul Bates.

"Information and advice must be easy to understand and incorporate into busy lives.

"People are being bombarded with information about healthy living, and the right messages simply aren't getting through," he added.

Interestingly, more than half of all participants said that they have treats such as chocolate, cake and soft drink at least once a day.

"In actual fact, it's fine for people to enjoy some treats in moderation.

"But that's the key; people should only be having treats occasionally, the bulk of a person's diet should be made up of nutritious foods like vegetables and fruit, lean meat, fish and chicken, and wholegrain cereals like rice, noodles, bread and pasta, with sweets and processed

products rarely consumed," said Bates.

The key barrier to achieving better health, according to participants, is a lack of motivation.

Other barriers cited as major issues included cost, lack of time, and demands of work.

Speaking in the wake of the survey Bupa Health and Wellness Advisor, former Ironman Guy Leech, advocated small healthy changes.

"Too many people think it's hard to be fit and healthy," he said.

"But the reality is that it's not difficult if you focus on making a few changes at a time," he added.

## Levemir approval

THE US FDA has approved Levemir (insulin detemir [rDNA origin] injection) for use in children aged 2-5 years with type 1 diabetes.

The FDA approval now makes Levemir the first and only basal insulin analog in the US for use in this young patient group.

## Students selected

THE Pharmacy Guild of Australia has selected 18 teams to compete in this year's 2012 National Student Business Plan Competition.

According to the Guild, registrations include multiple sign-ups from several schools, as well as a registration from first-time entrant, the University of South Australia.

Sponsored by Blackmores, Gold Cross Products and Services and Pharmaceutical Defence Limited, the competition, aims to encourage innovation among pharmacy students who will be the future owners of Australia's community pharmacies.

This year's competition will progress through several rounds culminating in the finals to be held at the Pharmacy Business Network in Canberra 13-16 September 2012.

The three finalists will receive \$12,000 in cash prizes, in addition to registration, flights and accommodation to attend the Pharmacy Business Network.

## WIN SUMMER'S EVE PRIZE PACK



Every day this week **Pharmacy Daily** is giving three lucky readers the chance to win a **Summer's Eve** exclusive gift including the Sensitive Wash and Sensitive Wipes, the essential care pack for every woman valued at \$14.00.

The Sensitive Wash is gentle yet effective. It provides daily care for your intimate areas, cleansing away odour-causing bacteria without irritation.

The Sensitive Wipes are designed to wipe away odour-causing bacteria when you're on the go.

All Summer's Eve products are dermatologist and gynaecologist tested for gentleness and effectiveness. They are also part of the sensitive range meaning they are alcohol free and hypoallergenic.

To win, simply be one of the first three people to send in the correct answer to the question below.

**All Summer's Eve products are \_\_\_\_\_ and \_\_\_\_\_ tested**

Send your answer to: **comp@pharmacydaily.com.au**

Congratulations to yesterday's and Monday's lucky winners, **Jolyon Hawley** of **Aspen Pharmacare**, **Felicia Woong** from **Pikes Pharmacy Burwood**, **Jeremy Roach** of **Gladesville Hospital Campus**, **Adrian Sung** from **Pharmacy Online Discount Outlet**, **Anna Silkeci** of **The Pharmacy Guild of Australia** and **Malie Ung** from **Priceline Pharmacy Bonnyrigg**.

## ATTENTION PHARMACY OWNERS

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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](mailto:advertising@pharmacydaily.com.au).



### Bigger and better hair

**Burt's Bees'** new look **Very Volumising Shampoo and Conditioner with Pomegranate** is designed to add body to hair naturally. The Shampoo features pomegranate seed oil and jojoba protein to gently cleanse hair and boost volume. In addition, the shampoo also contains a new and milder Surfactant Technology System than its previous incarnation, to provide increased lather. Meanwhile the new-look Conditioner is boosted with extra Pomegranate oil to nourish, condition and soften hair, whilst helping to create lift and body. Both products also contain amino acids to help replenish nutrients, are sulfate free and feature 100% natural fragrances.

RRP: \$19.95 each

Stockist: 1300 243 418

Website: [www.burtsbees.com.au](http://www.burtsbees.com.au)

### Fancy a fibre sponge?

**The Konjac Fibre Sponge** (pronounced 'Con Ya Ku') is made from a 100% natural vegetable fibre (Glucomannan) that is extracted from the root of the naturally moisture rich Konjac plant. The sponge has the ability to retain water in its net like structure, and also carries a natural cleansing agent, so cleanser or soap are not always necessary. Its weak alkalinity also ensures that the skin is not stripped of its essential moisture, and thus helps to keep skin hydrated. Suitable for all age ranges, the sponge also provides non-abrasive exfoliation, and its soft texture makes it perfect for babies, toddlers and those with sensitive skin and eczema. The sponge is also colour free and environmentally friendly.

RRP: \$11.95 (Plain Konjac), \$12.99 (Clay Konjac) and \$14.99 (Baby Konjac)

Stockist: 03 9315 3888

Website: [www.konjacufibresponge.com.au](http://www.konjacufibresponge.com.au)



### Mask in a cup

Billed as a "take home salon quality treatment mask" the **Mask in a Cup** range is made by combining the natural antioxidants of the pomegranate fruit with the rich trace elements and mineral contents of the Argiletz Active Clay and a variety of other goodies suited to targeted areas. The range includes: a Green Mask (rich in magnesium, silicon and olive oil), Yellow Mask (calcium and Vitamin A), White Mask (mineral salts), Pink Mask (aloe vera and iron oxide) and a Red Mask (chamomile, cucumber, silicon and iron oxide).

RRP: \$8.99

Stockist: 03 9315 3888

Website: [www.maskinacup.com.au](http://www.maskinacup.com.au)

### Kiehl's has the solution

Kiehl's **Abyssine Cream+** is suited for normal to dry skin types, and is said to reduce the visual appearance of wrinkles and skin ageing. The formula's key ingredient is Abyssine, which is a survival molecule which thrives under the extreme conditions in hydrothermal ocean vents, and in skincare helps soothe and protect skin. The cream is also enriched with Corallina extract, sourced from a mineral-rich red algae with self-defensive properties, as well as nourishing apricot kernel oil.

RRP: \$68

Stockist: 1300 651 991

Website: [www.kiehls.com.au](http://www.kiehls.com.au)



## DISPENSARY CORNER

**NOTHING** halts progress.

Chinese authorities have green lit a plan to move a 400-ton museum by putting it on wheels.

The Yellow River Museum in Zhengzhou, in the Henan province is currently in the path of a new underground railway station which is being built, but was thought to be important to simply demolish.

Thus the plan was hatched to put the museum on top of a specially built track and move it a centimetre at a time on wheels 100 metres down the road, whilst the inside of the building is strengthened to withstand the move via a steel framework structure.

"The building is a mixture of Chinese and old Soviet Union styles which is unique," said architect Zheng Jiatai.

**VIOLENT** disturbances downstairs.

A Canadian man was disturbed during his morning toilet duties by police, after a worried neighbour called authorities because she thought he was being attacked.

According to reports, the man's uncomfortable toilet session was accompanied by a lengthy bout of shouts and curses, which got so loud that the neighbour decided help was needed and called in the cavalry.

Police rushed to the man's house where their front door banging went unanswered for a few minutes.

After a little while the surprised man opened the door, and was put in the rather embarrassing position of having to tell police his toilet story.

"The man explained that he had been essentially on the toilet having his morning constitutional but he was done now," said a Canadian officer.

"The officers asked him to try to keep the noise down in such future endeavours and he said he would do his best," he added.



# CPEXpo is on this weekend

## *It's not too late to register!*

The professional, practice based, quality educational event CPEXpo is on this weekend!

Some Friday sessions have been SOLD OUT with few seats left for the others.

***Register now to secure your place!***

Don't miss out on this fabulous opportunity to obtain up to 34 Group 2 CPD credits in one event. Register online or simply turn up on Friday, Saturday or Sunday to register at the door.

***Remember the Interactive Learning Space of CPEXpo 2012 is FREE!***

Learn about educational and patient support programs from Australia's leading patient support groups and pharmaceutical companies.

- 34 Group 2 CPD Credits available
- 52 world class presenters
- 80 sessions
- \$40 pass

***REGISTER online or TURN UP to register on the day***

Download the CPEXpo 2012 smart phone app

***[www.cpexpo2012.mobi](http://www.cpexpo2012.mobi)***

*All the information you need for a great CPEXpo experience!*

**[www.psa.org.au/education/conferences/cpexpo/registration](http://www.psa.org.au/education/conferences/cpexpo/registration)**

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