

Get the power to access every off-patent product on maximum discount.

Call 03 9860 3300

and we'll do the same for you.

pharmacy alliance
Your formula for independent strength

Suicide support

THE Health Department has announced funding for the Suicide Support Line which will keep it operating 24-hours a day.

The telephone counselling service is available through the Access to Allied Psychological Services program suicide support line and operates 7 days a week including public holidays.

Complementary drug savings

THE value of complementary medicines to the Australian economy is \$7.66 billion per annum, according to a new study by UMR Research.

Commissioned by Swisse, the study involved an online survey using a nationally representative sample of 1,000 adults weighted and matched to ABS census data with the objective of quantifying, in dollar terms, the benefits to the economy and savings to the health budget from complementary medicines.

During the study, researchers found that complementary medicines provide \$7.66b to the economy, comprised of \$5.1 billion in savings from fewer sick leave days per annum; \$591 million in savings to the Govt from fewer GP visits annually; and \$1.425 billion in savings to the PBS from fewer prescription medicines annually.

In addition, researchers found that the reduction in GP visits and prescription medicines caused via the use of complementary medicines reduced community out of pocket expenses for consumers by at least \$543 million per annum. "To put it simply, that saving is almost double the amount spent by the Federal Government on childcare fee assistance, four times the amount spent on the ABC and SBS combined and approximately the same amount spent on higher education," a Swisse statement said.

"It could even buy fifteen thousand Australian homes, based on the median house price data,"

the statement added.

To reach a figure for fewer sick days, researchers noted that 34% of workers who take complementary medicines believe that they have fewer sick days, meaning that 3.206 million people currently employed have fewer sick days per year because they take CMs.

For the whole sample of employed Australians (9.429 million people), researchers found that there was a net reduction of 2.0 sick days taken per year because of complementary medicines.

This means that there were 18.858 million fewer sick days taken in the past year.

Meanwhile in analysing GP visitation data, researchers found that 24% of Australians who take CMs said that due to complementary medicines they had fewer visits to the general practitioner (GP) in the past year.

Researchers also noted that the average (net) reduction in GP visits per person in the overall survey, in their own estimate, was 1.2 per year.

Looking at PBS savings, researchers said that of the 79% of Australians who take CMs 19% of users of (approximately 2.630 million people) believed that because they take complementary medicines, they were prescribed fewer prescriptions.

The average reduction in prescriptions per person in the overall survey (net) was 2.2 scripts per year.

Cholesterol hope

A SMALL early study has noted that an intravenous infusion of the chief protein in high density lipoprotein (HDL or "good" cholesterol) seems to rapidly boost the body's ability to move cholesterol out of plaque-clogged arteries.

The study, presented by CSL this month at the American Heart Association's Scientific Sessions, involved CSL112, an infusible and natural human formulation of Apolipoprotein A-1 (ApoA-1), the key protein in HDL particles that transports cholesterol from arteries and other tissues into the liver for disposal.

During the study, researchers analysed markers of cholesterol movement in response to a single infusion of CSL112 at doses ranging from 5 to 135 mg/kg in 57 healthy volunteers and compared these results to participants on a placebo.

According to the findings the infusion resulted in an immediate rise in cholesterol extraction from cells (up to 270 % from baseline); and that PreBeta1-HDL, a subfraction of HDL involved in cholesterol elimination, increased dramatically (up to 3,600% from baseline).

"Overall, CSL112 behaved as well or better than we expected and all the changes are consistent with the desired elevation in reverse cholesterol transport activity," said lead author of the study and Head of Clinical and Translational Science Strategy at CSL Limited in Parkville, Australia, Dr Andreas Gille.

"We did not observe any unfavorable changes in the low density lipoprotein or 'bad' cholesterol-related biomarkers tested," he added.

WIN A BIOSPORTS PACK



PD has teamed up with **Lightning Brokers** this week and is giving five lucky readers the chance to win a BioMagnetic Sport products pack including a Magnetic Back Support Belt and Moulded Insole Pack.

BioMagnetic Sport products offer more than regular sport wraps and supports. Loaded with therapeutic magnets, they specifically target painful trouble spots. To win, simply be the first person to send in the correct answer to the question below to:

comp@pharmacydaily.com.au.

How many magnets does the BioSport Back Support have?

Hint! Visit www.biosports.com.au

Congratulations to yesterday's lucky winner, **Zarina Scholz** from **Nashville Pharmacy**.

Pharmacies for Sale

North Perth—WA (#1547)

- * Nothing to be spent on fixture & fittings
- * Good prescription base to the business
- * The pharmacy would be suited to a hands on owner
- * Good lease
- * Attractive area to live and work

Sale Price \$850,000

North Western suburb of Adelaide (#1548)

- * Attractive sized turnover
- * Very good shop lease
- * Short working hours
- * Large flexible floor area
- * Opportunity for an owner operator to increase business

Sale Price \$800,000

Newcastle - NSW (#1541)

- * Excellent prescription trade
- * Return on Investment 21.93%
- * Long established business
- * Low rent & overheads
- * Very profitable

Sale Price \$4,500,000



FREECALL 1800 670 440

Sign on package available on application

Feeling the pressure in today's changing landscape?

Looking to...

- Increase sales?
- Drive foot traffic?
- Improve overall profits?

The Good Price Pharmacy Warehouse model might be the right solution for you!

The Good Price Pharmacy Warehouse model is based on aggressive pricing, a large product range, appealing store layout and a well planned marketing strategy. All this in a large format environment that maintains customer service standards reminiscent of smaller community pharmacies.

To find out how Good Price can help you compete in today's changing landscape speak to Anthony Yap or Milton Burrell (07) 3907 0533

www.goodpricepharmacy.com.au



Are pharmacy staff
recommending
your products?

1300 615 066 - steve@ilearninggroup.com.au

www.pharmacyclub.com.au

pharmacyClub
learn & earn, online, anytime



DISPENSARY CORNER

DYE for a job.

The Welsh township of Aberdare has taken the unusual step of offering out of work citizens a free fake tan and makeover to boost their confidence.

Suffering an unemployment rate of nearly 10%, the town's Job Centre staff believe that giving genuine jobseekers a tan and makeover will give them an added incentive to find work.

IT'S a bird! It's a plane! It's Big Foot!

Idaho State University has thrown its weight behind a plan by faculty member, Professor Jeffrey Meldrum, to take to the skies in search of Big Foot.

A firm believer in the existence of Sasquatch, Meldrum has faced down the scoffs and criticism of fellow scientists for years, and is now planning to prove them all wrong.

Dubbed Falcon Project, the exercise involves launching a remote controlled blimp into the sky and floating it across remote mountain and forested areas in the US Pacific Northwest, and northern California and Utah.

Meldrum hopes that a thermal imaging camera attached to the blimp will finally provide proof of the existence of the ape creature.

The blimp would then send images of the creature to ground crews, who would then search it out and make contact.

"The challenge with any animal that is rare, solitary, nocturnal and far-ranging in habitat is to find them and observe them in the wild; this technology provides for that," he said.

Contemporaries of the anatomy and anthropology professor have however ridiculed the plan, saying it is unlikely that big foot ever existed due to a complete lack of physical evidence (including fossils).

Not deterred, Meldrum is hoping to raise around US\$300,000 in private funding to create his blimp, and is confident the project will be in the air by March 2013.

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.

Ready to drink Gastrolyte

Gastrolyte Ready to Drink formula contains a solution of glucose and electrolytes that help to rehydrate the body quickly during dehydrating illnesses, such as diarrhoea, vomiting, fever, colds and flu. The Ready to Drink product is available in 1 litre or 4 x 250ml bottle packs, in orange and strawberry flavours. The beverage also contains no artificial colours or flavours.

RRP: \$13.95 (1 litre bottle), \$15.95 (4 x 250ml pack)

Stockist: 1800 640 791



Florabotanica: a botanical study

Balenciaga's newest scent, **Florabotanica**, is described as "a tale of mesmerizing flowers". The scent is crafted using vetiver, amber and caladium leaf to create a mossy dark wood flavour, as well as rose, carnation and mint for freshness, and rose for sweetness. To launch the perfume Balenciaga enlisted tween sensation Kirsten Stewart to be the face of Florabotanica, saying the starlet "is the perfect embodiment of a certain idea of Balenciaga: that beauty that is both pure and uncontrollable".

RRP: \$85 (30ml), \$125 (50ml), \$155 (100ml)

Stockist: 1800 812 663

Website: www.balenciaga.com

Nine benefits, one cream

Rimmel's new **BB SPF 25 Cream** claims to boast 9-in-1 superpowers which are targeted to deal with a range of complexion issues. According to the company, the cream is in reality a beauty balm which works to prime skin, lock in moisture, minimise the appearance of pores, conceal blemishes, cover and smoothe skin, and also mattify and brighten skin. As an added bonus, the cream protects skin from harmful UV rays with SPF 25. The cream is said to last all day, and offers very natural coverage in three shades: Light, Medium and Medium/Dark.

RRP: \$12.95

Stockist: 1800 812 663

Website: www.rimmellondon.com.au



Go A la Natural for Christmas

Designer Brands has released a **Mineral Starter Kit** just in time for the start of the Christmas season. Perfect for women who love natural products, and for refreshing party tired complexions, the kit includes three products, starting with a skin loving Pre-Foundation Moisturising Primer packed with vitamins and minerals. Next up, the kit includes a Natural Ground Minerals Foundation, an organic mineral make-up with a unique built-in grinder in the packaging that delivers with a twist a fresh dose of pressed foundation powder with every application. The kit is finished off with a Hi-Lights Illuminator, a light reflecting liquid that provides a healthy sheen and glow.

RRP: \$19.99

Stockist: 1300 765 332

Website: www.dbcosmetics.com.au