

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

Exercise & flu shots

FLU vaccines have a success rate of around 50 to 70 percent; but researchers from Sydney University have found that exercising at the time of having a flu injection may increase its success.

In a recent article in *Human Vaccines & Immunotherapeutics*, Dr Kate Edwards from the University's Faculty of Health Sciences, Exercise and Sport Science unit, and co-author, Professor Robert Booy, wrote that while being physically active has been found to improve immunity in general, specifically doing some exercise immediately before or after a vaccination can boost its response through changes in the immune system such as increasing circulating cell numbers.

Physical activity after a shot might not only make the vaccine work better, it might protect also from some side effects as well.

"We are almost certain that exercise can help vaccine response by activating parts of the immune system that means it's ready to respond when the vaccine is administered" says Dr Edwards.

She cites a study conducted by scientists at the Iowa State University that showed mice who ran leisurely for about half an hour after vaccination showed maximum resistance to any side effects of the flu shot.

Conversely the mice who were sedentary and the ones who indulged in extreme exercises succumbed to the side effects.

The trick it seems is not to overdo physical activity after a flu shot but engage in moderate activities and drink plenty of fluids.

New senior role for ASMI

THE Australian Self Medication Industry has signalled an increasing presence in the complementary medicines sector, with the appointment of Brenda Davy as its new "complementary medicines strategy manager".

Davy has extensive experience in the arena, including recent roles as Global Category Marketing Manager for Blackmores and also as Regional Marketing Director for Procter & Gamble.

ASMI executive director Deon Schoombie said the appointment "reflects the unique demands being placed on the sector as it manages exceptional growth and calls for tighter regulatory controls.

"The place of complementary medicines has never been so great, but at the same time there is a level of scrutiny that is proving a significant challenge to firms and the industry more generally," Schoombie said.

"With this appointment, we are aiming to fill a need in the market for a strategic direction that can help to build a sustainable, evidence-based sector that has the trust and respect of all stakeholders and most importantly, consumers," he added.

Schoombie said ASMI had recognised the need to add to its existing strengths, to address "what is certain to be an ongoing series of challenges facing the sector" as the popularity and awareness of CMs continues to grow.

Davy said she was thrilled at the new role, which comes at a very important time for the complementary medicines sector.

"Consumers and a growing number of practitioners have demonstrated their commitment to using complementary medicines," she said, adding that ASMI wants to work to ensure a growing and profitable CM sector "and one in which consumers can have the utmost confidence".

eHealth registration

PHARMACIES which are registered to participate in the new Personally Controlled eHealth Record System are now able to use a special 'Assisted Registration Tool' to help customers register for a personal eHealth record.

The tool can be downloaded at no charge, and after installation makes it quick and easy for consumers to register and confirm their identity.

Once this has been done and they provide consent, information can start being uploaded to the record.

CLICK HERE for more information.

More US recalls

COMPOUNDING pharmacies are yet again in focus in the USA, where the Food and Drug Administration has announced yet another recall due to product quality concerns.

This time it's medications made by a firm called Balance Solutions Compounding Pharmacy, with the FDA saying a recent inspection of the facility revealed "poor practices and conditions" which may have exposed sterile products to microbial contamination.

GSK abuse claims

BRITISH competition officials have accused GlaxoSmithKline of "market abuse" over allegations that the company paid generic rivals to delay the release of their own versions of its Seroxat (paroxetine) SSRI medication.

The UK Office of Fair Trading says GSK made agreements which infringed competition law with Alpharma, Generics (UK) Limited and Norton Healthcare Limited, each of whom were attempting to supply generic paroxetine products.

"In each case GSK challenged the generic companies with allegations that their products would infringe GSK's patents," and each of the generic suppliers subsequently made an agreement with GSK to resolve the legal action.

"The OFT's provisional view is that these agreements included substantial payments from GSK to the generic companies in return for their commitment to delay their plans to supply paroxetine," an OFT statement said.

**FREE FREIGHT
FRENZY**

**GUARANTEED
BEST PRICE
SUPPLY PARTNER**



 **gopharm**
.com.au

**Just one of
many deals
available now!**

NIS \$1.22 RRP \$6.95

All orders >\$299 receive
FREE FREIGHT until 5pm April 29
or while stocks last



**REVITIVE
Circulation Booster**
info@au.actegy.com

*Spoil
Mum*
this Mother's Day

**Call NOW to order NEW POS
to match our TV campaign
1800 505 108**

WIN
1 of 5 MOR Essentials
Gift Packs

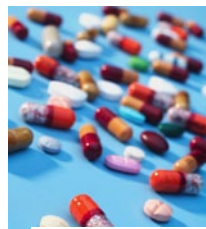
Valued at
\$177

**Click HERE
for more info**



Complete Actegy online training 1st – 30th April 2013 to WIN

www.elearning.hthealth.com



Advertise with us

- Cost Effective
- Targeted
- Easy

Pharmacy DAILY

For details call us today: 1300 799 220

Guild Update

Small business campaign

For the first time in Australian history, small business is uniting for a national grassroots campaign in the lead up to the federal election and beyond.

Supported by the Guild, chambers of commerce and industry across Australia, the "Small Business. Too Big to Ignore" campaign will feature press, radio, television and online advertising, as well as activities and events in metropolitan and regional Australia between now and 14 September.

The campaign is driven by social media and a website at www.toobigtoignore.org.au, uniting the many voices of small business around the country. The campaign's aim is to change the attitudes and actions of politicians and governments and to show them that, together, small business is too big to ignore.

The campaign will ask the following questions:

- Why must small business bear an unreasonable burden of government costs and red-tape?
- How can we make it easier to employ and maintain staff while remaining competitive?
- How can we make the tax system simpler and fairer for small business?
- What must be done to improve infrastructure and boost productivity for small business?

This campaign is about real small business people sharing real stories and making sure politicians and governments listen to them and act.



The Pharmacy Guild of Australia

Aspen S26 takeover tick

THE Australian Competition and Consumer Commission has approved Aspen's acquisition of the Australian infant nutritional (IN) business from Nestlé S.A., with the move effective 28 April 2013.

The portfolio of products includes brands such as S26 Gold®, S26® and SMA®, which are currently distributed in Australia and Southern Africa by Pfizer.

In 2012, revenue from the Australian and Southern African infant nutrition businesses amounted to AUD \$83 million and ZAR 180 million respectively.

The total cost of the acquisition was US\$215 million.

Under the agreement, Aspen will have the exclusive right of use of the Nestlé (previously Pfizer) S26® and SMA® infant nutrition licensed products and the right to co-brand the range for 10 years.

It plans to transition these products to Aspen branded products in this time.

Nestlé will be excluded from

commercialising the licensed products for a further 10 years in a "10 year black out period", effectively providing Aspen with a 20 year period to establish equivalent Aspen branded IN products.

Transitional service arrangements by Nestlé and Pfizer include the manufacture and supply of licensed products under a non-exclusive arrangement.

These arrangements will enable Aspen to transition the manufacture of IN products to its own facilities within three years.

The company says the transaction presents a good commercial and strategic fit for Aspen, given its heritage with these brands, and supports its strong presence in the Australian grocery and OTC segments.

"The transaction will provide Aspen with an enhanced platform from which to extend the global footprint of its IN business in the medium term," the company said.



DISPENSARY CORNER

A barber shop in Brisbane has boosted its business with the introduction of "topless trims".

Catchily named "Barber Babes" the CBD salon features topless female hairdressers, with claims that customers travel from as far afield as Townsville for a haircut.

The offering also includes a full range of manscaping, such as brow waxing, blow dries, cut-throat razor shaves and even scalp massages.

It's run by the entrepreneurial Jasmine Robson who insists the stylists are all fully qualified hairdressers.

"One of the gorgeous barbers was even apprentice of the year when she trained," she said.

WHAT'S in a name?

Apparently a lot when it comes to marketing breakfast cereal.

A Canadian couple has seen huge success for their gluten-free, vegan, organic product after renaming it "Holy Crap".

Initially branded as 'Hapi Food' and sold through a local market, they renamed it after one of their customers said "Holy Crap...this is amazing!"

Sales soared tenfold immediately, and that was just the start, with the product now sold in over 2000 health food stores across Canada.

JENNA Krehbiel from Kansas in the USA certainly won't forget her visit to the circus this week.

A minor crisis emerged when one of the performing tigers escaped after its turn in the ring.

Staff members blocked off passageways to herd the big cat back into its enclosure - but omitted a bathroom entrance.

Krehbiel felt the call of nature and after walking into the toilet found the tiger walking towards her and made a rapid exit.

The tiger was captured shortly afterwards, with her three year old daughter providing light relief by wanting to know if the creature had washed its hands.

WIN A DREAMBABY® ESSENTIALS GROOMING KIT



Every day this week, *Pharmacy Daily* is giving one lucky reader the chance to win a Dreambaby® Essentials Grooming Kit (pictured left).

The new Dreambaby® Essentials Grooming Kit is an ideal investment for all new babies! It is a perfect purchase for new parents, and makes an ideal gift

from friends and family members attending Baby Showers or to gift once the bundle of joys arrives! The Dreambaby® Essentials Grooming Kit has an RRP of \$19.95 and is available through leading hardware, toy and baby stores nationally.

Be part of the child safety conversation and LIKE Dreambaby®: <http://www.facebook.com/Dreambabysafety>.

To win one of this great prizes, simply be the first person send in the correct answer to the daily question below to: comp@pharmacydaily.com.au.

What colour are the handles of the scissors in the Dreambaby® Essential Grooming Kit?

Hint! Visit www.dreambaby.com.au

Congratulations to yesterday's lucky winner, Sally Marotti from The Queen Elizabeth Hospital.