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## Nurofen Zavance

TODAY'S *Pharmacy Daily* has two pages of news plus a full page from Reckitt Benckiser promoting Nurofen Zavance, with its fast action recommended for pharmacy customers to stop tension headaches taking hold.

See page three for details.

## Terry White, entrepreneur

**TERRY** White Chemists co-founder and chairman Terry White has been named Champion of Entrepreneurship by professional services firm Ernst & Young.

The 2013 EY Entrepreneur of the Year Awards winners were held at a ceremony in Brisbane, with White honoured for "pioneering a new approach to make pharmacy ownership more accessible to graduating pharmacists".

Ernst & Young describes The Champion of Entrepreneurship as "a lifetime achievement award that recognises individuals who: have a long-term record of outstanding entrepreneurial achievement; have driven the growth of an Australian company, or companies, over a sustained period of time; and have made a significant contribution to their community."

White's extensive career has also included time as a member of parliament, where he served as a Senior Minister and Parliamentary Leader for the Liberal Party.

In accepting the award, Mr White paid tribute to his wife and pharmacist partner Rhonda for the role she has played in growing the brand from one corner chemist shop in 1959 to more than 165 pharmacies today.

"Rhonda broke new ground in



community pharmacy with the development of the systems and disciplines that laid the foundations of the brand," he said.

### Small business policy

THE Pharmacy Guild of Australia has warmly welcomed the Coalition's Small Business Policy which, if implemented, will "make a real difference for community pharmacies struggling to survive and employ staff."

The Guild's National President, Kos Sclavos, said that the commitments to reduce company tax by 1.5% and to introduce a paid parental leave scheme for small business were particularly welcome.

"The vast majority of the 55,000 pharmacist and pharmacy assistant staff are women," Sclavos said, adding that the proposal means pharmacists "will be relieved of their responsibilities to administer the Government's superannuation and paid parental leave schemes."

## \$1 million from Bio-Oil

BIO Oil has launched a new campaign giving one lucky buyer the opportunity to win \$1 million.

Customers who purchase any Bio-Oil product and enter online at [facebook.com/BioOilAustralia](http://facebook.com/BioOilAustralia) between 01 Oct-12 Nov can participate.

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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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You have to book by 30 Sep to access most of the special deals so see your travel agent today.

## Symbion set to lift EBOS

**THE** acquisition of Symbion Healthcare by NZ-based EBOS (*PD* 29 May) has been a "game changer" for the Christchurch company, which yesterday reported its results to 30 Jun.

EBOS md Mark Waller said the deal meant the group now has "strong market positions with excellent systems and management in all our businesses in Australia and New Zealand, with opportunities for further growth".

Although it's still early days, with just over two weeks of Symbion trading included in the full year figures, Waller said "work is progressing on leveraging the strengths of EBOS and Symbion," with an immediate focus on translating EBOS's experience in third party logistics to Symbion.

Total revenue for the year was NZ\$1.823 billion, up 27.6%, while net profit after tax was NZ\$28.2 million including a \$4.7m contribution attributable to the Symbion Group.

If Symbion had been part of the EBOS for the full year the total

revenue would have been \$6.24 billion, and the group profit would have been \$90m, indicating that Symbion's full year profit was around NZ\$66 million (A\$57.7m). EBOS chairman Rick Christie also confirmed that work is under way to facilitate the dual listing of the group's shares on the ASX (*PD* 30 May) which will give increased investor awareness of the firm.

### Atorvastatin cut

**THE** price of atorvastatin will be cut by 50.06% from 01 Dec, with the govt today unveiling the latest price drops under the PBS reforms.

Other cuts include anastrozole (-25.7%), letrozole (-23.7%), venlafaxine (-39.7%), mycophenolic acid (-24.8%) and quetiapine (-28%).

### Electronic self care

**THE** Pharmaceutical Society of Australia has announced a one month free trial of its new electronic Self Care Fact Cards, which were launched at the CPExpo earlier this year (*PD* 03 Jun).

The trial includes a sample of six eFactCards on acne, children's pain and fever, asthma medicines, diabetes, head lice and headache.

Acting PSA president Joe Demarte said the Society is keen for all pharmacists to see how the resources can boost customer service in the pharmacy.

The full range is also available free to Self Care pharmacies as part of their program - see the trial at [psa.org.au/selfcare](http://psa.org.au/selfcare) or on 1300 369 772.



### DISPENSARY CORNER

**FAST** food can be bad in more ways than just contributing to the obesity epidemic.

A 25-year-old woman has been put in hospital after dislocating her jaw while trying to consume a triple-layer beefburger in the UK.

Nicola Peate, who suffers from joint disorder Ehlers-Danlos syndrome, was at the Almost Famous restaurant and bought a 'Kids in America' burger.

"It felt like I had a cramp in my tongue, then I started to get an earache and a headache," she said.

Eventually she called an ambulance and was committed to Royal Liverpool University Hospital where doctors put her jaw back into place.

**AND** while we're on the subject of obesity, a Saudi Arabian man weighing a whopping 610kg has been airlifted to hospital, after being ordered to undergo medical treatment by the country's ruler.

King Abdullah organised for part of the building where Mr Shaeri lived to be demolished so that a forklift could gain access, to carry him to a specially equipped military plane which transported him to King Medical City in the Saudi Arabian capital of Riyadh.

The ruler is paying for Shaeri's medical treatment, after the man was bed-bound for over two years, during which his weight ballooned.

He's thought to be the second heaviest man ever recorded.

## Win a MeMeMe Cosmetics Pack



This week *Pharmacy Daily* is giving five lucky readers the chance to win a **MeMeMe BlushMe! Blush Box & Lip Cream Duo** in a luxury satin-finish cosmetics bag, valued at over \$65 each.

Look pretty in pink with the MeMeMe BlushMe! Blush Box & Lip Cream Duo. Sweep on the Blush

above the apples of your cheeks for a lifting effect. The compact box comes with mirror and brush for on-the-go application. For a subtle and beautiful finish to your make-up, don the lightly scented China Doll Lip Cream, with hints of Shea Butter and Vitamin E, for luxuriously soft and alluring lips. The MeMeMe BlushMe! Blush Box & Lip Cream Duo comprises of always trending shades and is suitable for all skin tones.

To win, be the first person to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**In what country is MeMeMe's Flawless Foundation made?**

Congratulations to yesterday's lucky winner, **Amanda Pippia** from **Leeton Pharmacy**.

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# Stop tension headaches taking hold

Tension headache occurs in over 80% of the population from time to time.<sup>1,2</sup> The pressure builds like a vice over hours and can last for days. That's why you want to stop tension headache FAST before it takes hold.

**Recommend Nurofen Zavance because it is absorbed twice as fast as Nurofen Tablets.<sup>3</sup>**



References: 1. Steiner TJ *et al*; World Health Organization. *J Headache Pain* 2007; 8 Suppl 1: S3–47. 2. British Association for the Study of Headache (BASH). Guidelines for all doctors in the diagnosis and management of migraine, tension-type headache, cluster headache, medication-overuse headache. 3rd ed (1st revision) 2010. Available at [www.bash.org.uk/bash/guidelines.htm](http://www.bash.org.uk/bash/guidelines.htm). Accessed 15/02/13. 3. Dewland PM *et al*. *BMC Clin Pharmacol* 2009; 9: 19. © NUROFEN is a registered trademark of Reckitt Benckiser Australia, 44 Wharf Road, West Ryde, NSW 2114. ASM22062-0413. RECB6863/PD/FP. August 2013. Always read the label. Use only as directed. Incorrect use could be harmful. If symptoms persist see your healthcare professional.