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NOXA TISSUE OIL with the Revolutionary **NOXALIN OIL** is a fresh product, 12 months in the making. **Noxa Tissue Oil** represents the latest technology in skincare with a new formula, a beautiful colour friendly presentation and prices that you and your customers can afford and enjoy.

Noxa Tissue Oil was formulated specifically to smooth and tone your skin and help improve the appearance of unwanted blemishes, scars, age spots and stretch marks. It contains the natural plant oils of Calendula and the enriching nutrients of Vitamins A and E, our revolutionary **NOXALIN OIL** is Hypoallergenic and non-greasy making it suitable for daily use on all types of skin.

Use **NOXA Tissue Oil** on your face, neck and body and help create a healthier complexion.

Noxa Tissue Oil helps improve scars, blemishes and rejuvenates skin and its intrusive oils can help improve the appearance of new and old scars, pigmentation marks and skin blemishes caused by age. **Noxa Tissue Oil** also helps to improve the appearance of existing stretch marks caused by pregnancy or growth spurts. It can be used through-out a pregnancy on the hips, thighs, breasts and abdomen to help prevent the incidence and severity of stretch marks.

EXCLUSIVE Distributors - NOXA OIL PTY LIMITED SYDNEY/ AUSTRALIA. A SUBSIDIARY COMPANY OF UNITED PRESTIGE PTY LIMITED.

All patents, trade marks are now concluded and owned and registered by Prestige.

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Three pages today

TODAY'S Pharmacy Daily has two pages of news plus a special front full page from United Prestige, introducing its new product called Noxa Tissue Oil.

Expressions of interest from potential state distributors are also being invited - see the **front page**.

WIN A JAMIE DURIE'S SKINCARE PACK



Everyday this week **PD** is giving one lucky reader the chance to win a **People for Plants** pack - the latest skincare from celebrity gardener Jamie Durie.

Each prize pack includes the People for Plants Mist Toner, Day cream, Face scrub and Eye cream.

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

What are the two main ingredients in People for Plants Hydration Gel?

Hint: www.peopleforplants.com.au
Congratulations to yesterday's lucky winner, **Danica Collins** of **Health Focus Pharmacies**.

Blackmores, J&J trusted

THE 2013 Reader's Digest Most Trusted Brands has revealed that Australians trust Blackmores most in the vitamins and supplements department and Johnson & Johnson as a brand.

Reckitt & Benckiser's Dettol, J&J's BandAid and GSK's Panadol have retained positions one, two and three in the list for the second year in a row.

Colgate came in fifth behind Dulux paints, followed by Guidedogs, Elastoplast, Cadbury, Johnson & Johnson and Weetbix.

When asked to nominate the brands that dominate their lifestyle and held their trust, the 3,000 respondents identified Hills Hoist as the nation's most iconic, followed by Dick Smith and Vegemite.

By market segment the dominant names other than Blackmores

were Bunnings for the retail sector, P&O Cruises for travel, Toyota for cars, Vanish Napisan for cleaning products and Pedigree pet products each winning their categories.

Australian Reader's Digest editor Sue Carney said that the most highly rated brands had a long history of being steadfast and safe. "It's the brands which continue to offer quality and substance that hold our trust," she said.

Diabetes on iPhone

MANAGING one's diabetes is never easy at first, but it has just become easier with a new product from Sanofi.

The Sanofi Diabetes iBGStar is the first and only blood glucose meter that connects to an Apple iPhone or iPod Touch.

It has been developed to allow Australians living with diabetes to measure their blood glucose with their phone, and then email the results directly to their healthcare professional or a family member.

Sanofi has produced a Youtube video highlighting an example of a Port Stephens patient using the device - **CLICK HERE** to view.

Alcohol sponsorship

THE Australian Paralympic Committee (APC) has become the sixteenth national sporting organisation to join the Australian Government's *Be the Influence - Tackling Binge Drinking* initiative, which provides sports groups with an alternative to alcohol sponsorship.

The Australian National Preventive Health Agency (ANPHA) is managing the program on behalf of the Australian Government.

The Agency's CEO, Louise Sylvan, welcomes the APC as the sixteenth organisation to join the program.

Further information is available at www.tacklingbingedinking.gov.au

Bowelscreen uptake

ALTHOUGH evidence shows bowel cancer screening saves lives, Australians were less likely to take up their invitation to screen in the Australian Government's free National Bowel Cancer Screening Program (NBCSP) in 2011-12 compared to the previous 3 years, according to a report released this week by the Australian Institute of Health and Welfare (AIHW).

The report, *National Bowel Cancer Screening Program: July 2011-June 2012 monitoring report*, shows that about 35% of the 930,000 people invited to take part in the NBCSP between July 2011 and June 2012 returned a completed bowel cancer screening test for analysis.

"This participation rate is slightly lower than the 38% we recorded in our previous monitoring report, which covered those invited to screen from July 2008 to June 2011," said AIHW spokesperson Lisa McGlynn.

"The decline was seen across all three target age groups (50, 55 and 65 year olds).

"As in previous years, women were more likely to screen than men, despite men having higher rates of bowel cancers, and higher overall bowel cancer incidence and mortality," Ms McGlynn said.

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DISPENSARY CORNER

DRIVEN claim crazy - and no medical assistance required.

A man who crashed a car on average every three days for almost three years in a Chinese insurance scam has been arrested, the Xinhua press agency reported on Friday.

The 42-year-old made 334 insurance claims in the southern city of Shenzhen between 2010 and May this year, according to the report.

He drove up behind other cars during rush hour, bumping into them slowly to avoid being injured, police officers said.

He then bribed mechanics to overestimate the damage and claimed for the inflated invoices, which totalled about \$60,000.

THE government of Dubai is stepping up the war on obesity, by offering to pay its residents cold hard cash - in the form of gold - in return for losing extra kilograms.

A 30-day weight loss challenge has been launched to coincide with Ramadan, the Muslim holy period during which adherents abstain from eating and drinking during daylight hours.

Once the sun sets, many overeat, gorging on traditional dishes loaded with fat and sugar meaning that they actually gain weight over the fasting period.

Under the special challenge, contestants who register will receive one gram of gold - currently worth around \$45 - for every kilogram they lose by 16 August.

Ramadan dieters must lose at least 2kg to qualify for the prize.

According to a statement from the Dubai Municipality, “participants must have excess weight to reduce and stay away from unhealthy methods to lose weight and should be present on the final day to measure weight”.

According to the International Diabetes Federation, half of the top ten countries for the condition are located in the Middle East.

Diet key diabetes factor

ONE Australian is being diagnosed with diabetes every five minutes, and research released by the Australian Diabetes Council (ADC) points to diet as a linchpin to prevention of the disease and its serious complications.

According to the study, released to coincide with Diabetes Awareness Week last week, found diet was an underlying issue across all ages and stages of diabetes, with more than half of the respondents experiencing an average weight gain of close to 10kg in five years.

The good news is that for the

estimated 2.45 million Australians with pre-diabetes, those who lose 5%–7% of body weight and get at least 150 minutes a week of moderate physical activity can reduce the risk of developing type 2 diabetes by 58%.

“Our research shows that weight management and diet are major issues for those Australians living with diabetes, with food ranking in the top 10 list of concerns,” says Nicola Stokes, ADC ceo.

Diabetes is Australia’s fastest growing chronic disease and a key driver of premature death.

Biocentials celebrates Blackmores birthday

JULY 2012 saw Blackmores Ltd acquire Biocentials with its range of nutritional and therapeutic supplements.

Earlier this month Biocentials celebrated the anniversary with the launch of a new logo (right) and new brand packaging.



The logo is an evolution of the company’s image, and has been developed with the aim of stronger brand recognition, making it easier to distinguish Biocentials products on shelves.

Over the last 12 months the practitioner-only brand has launched a whopping 49 new products into the market, and is also involved with 16 clinical trials as part of its ongoing support for research.



The company also held a celebratory party, and **pictured above** during the event are Biocentials md Kerry Cunningham with Nathan Cheong, Director of Sales & Marketing, while **left** are Belinda Reynolds and Alan Dworkin.



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New TGA AusPARs

THE Therapeutic Goods Administration has released new Public Assessment Reports for prescription medicines covering bevacizumab (Avastin), pazopanib hydrochloride (Votrient) and prednisone (Lodotra) - tga.gov.au.

Guild Update

A good cause to celebrate community pharmacy

Pharmacists are urged to swap the white coat for party clothes and dancing shoes for a great cause when Pharmacy Guild of Australia Victorian Branch President George Tambassis hosts the first Charity Gala Dinner in support of Beyond Blue and the Bully Free Australia Foundation in Melbourne on Saturday August 3rd.

This event at the Peninsula Room, Docklands, will see pharmacists and guests enjoy fine dining, music, dancing and the chance to bid for their next holiday in a charity auction.

Pharmacy Guild of Australia Victorian Director Allan Crosthwaite said the event was a chance to celebrate community pharmacy achievements while raising vital funds for two important causes.

The Pharmacy Guild of Australia Charity Gala Dinner takes place on Saturday August 3rd at the Peninsula Room Docklands from 7pm to midnight.

Live and silent auctions will take place on the night for items including holidays, weekends away and memorabilia.

Tickets are \$125 and \$1200 for a table of 10.

For further details and to register please visit www.guildevents.com.au or call 9810 9999



The Pharmacy Guild of Australia