

J&J Pacific diabetes

JOHNSON & Johnson Pacific is set to broaden its pharmacy repertoire to include diabetes management, having assumed representation for the range of blood glucose monitors marketed under the LifeScan OneTouch brand.

The move is part of a joint initiative by Johnson & Johnson Pacific and its affiliate, Johnson & Johnson Medical, to expand pharmacy access to LifeScan products, with the arrangement set to see J&J Pacific take on responsibility for sales, merchandising, account management and in-store training for pharmacy customers.

Meanwhile Johnson & Johnson Medical will maintain marketing, customer service and distribution of LifeScan products, whilst continuing to represent the brand to healthcare professionals and diabetes educators.

Speaking about the move Johnson & Johnson Pacific Managing Director, Phil Lynch, said "Diabetes care is increasingly one of Australia's most significant health priorities".

Symbion grows in Melbourne

MELBOURNE is set to become a powerhouse of manufacturing activity, with Symbion announcing plans to build a new 12,000m² multi-million dollar warehouse in the city's south eastern suburbs.

The facility will be fully operational from the second half of 2015 and will incorporate the latest iterations of Symbion's integrated warehouse technology systems including Goods-to-Person and high speed A-frame order assembly, both of which currently operate in its Kewdale and Greystanes facilities.

Located adjacent to the East Link, the warehouse is a "significant investment" for Symbion, and is said to underline the company's "commitment to its customers and the wider pharmacy industry".

"While continual changes to the PBS will always put pressure on the margins of both our business and our customers, we believe an investment such as this will be critical in ensuring we meet the volume requirements and cost constraints of the future," said

Symbion Chief Executive Officer, Patrick Davies.

"This is a significant investment, not only in technology and infrastructure but also in terms of the level of service we are committed to providing to our customers now and into the future.

"The challenges facing pharmacists and their businesses are changing all the time, and we are determined to help our customers meet those challenges and prosper while also sustaining our business model for the long term," he added.

New CFO for Corum

DAVID Clarke has been appointed as the new Chief Financial Officer at point-of-sale software company Corum.

The appointment follows the departure of the company's former CFO Glen Brown who finished up with the company last week.

Clarke comes to the position having previously served as CFO for retail chain Nick Scali Furniture.

Healthy for Life

THE AIHW's report, *Healthy for Life: results for July 2007- June 2011*, is based on the data provided by the Healthy for Life Program, which was established with a set of key objectives to improve the health of Aboriginal and Torres Strait Islander people (**PD** 04 March).

To read the report see www.aihw.gov.au.

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What's in store today

PHARMACY Daily features three pages of news today, including a half page from MIMS.

PLUS see **page four** for an update from Reform.

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WIN A HELLO KITTY PACK

This week **Pharmacy Daily** is giving five lucky readers the chance to win a **Hello Kitty** prize pack, valued at \$55.70 each.

Hello Kitty Cosmetics, the epitome of sophisticated cuteness has arrived! Playfully packaged, European designed and formulated, this full cosmetic range oozes quality and style. The iconic Hello Kitty brand brings the product to life with her dynamic spark and whimsical charm. Hello Kitty is a cult favourite and a brand that transcends generations like no other brand. We heart Hello Kitty and think the NEW range is just perfect.

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

How many colours are there in the Hello Kitty Mini Nail Polish collection?

Hint! Visit www.heritagebrands.com.au/hello-kitty

Congratulations to yesterday's lucky winner, **Abbey Butler** from **Flinders Medical Centre**.

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Aged care pay rise

THE Government has announced a raft of pay rises, better conditions and 'more rewarding careers' for the nation's 350,000 aged care workers.

Part of the Living Longer Living Better aged care reforms, the program will offer up to \$1.2 billion to address workforce pressures.

This funding will flow from July via a 'Workforce Supplement', delivering pay rises for aged care nurses, care workers and others in the aged care industry.

An additional 1% pay rise will be available above minimum annual wage increases or other wage rises negotiated through enterprise bargaining agreements for workers employed by aged care providers that meet the requirements of a Workforce Compact.

"This means a personal care worker currently paid the award rate and who is employed by an aged care provider that meets the requirements would effectively see a pay rise of up to 18.7% over four years.

AstraZeneca loses battle

YESTERDAY AstraZeneca lost its battle to block generic versions of Crestor (rosuvastatin) in the Federal Court of Australia, after Judge Jagot found several of the company's patents to be invalid, and revoked them.

The ruling effectively overturned a judgment in May 2012 which up held the company's intellectual property claims over the drug (which were all due to run until at least 2020).

This decision was challenged by generic drugmakers Apotex, Watson Pharma and Ascent Pharma in the Federal Court case, with each of the companies aiming to bring a generic rosuvastatin to market.

Crestor is a lucrative drug for AstraZeneca, with the medicine bringing in around \$350 million from Australia last year alone.

According to analysts, Australian sales of Crestor represent around 6% of the total turnover for AstraZeneca, leaving it open to significant losses should generic versions of the drug enter the

landscape.

AstraZeneca has said that it is currently considering its legal options in Australia, and that it may launch further action, labelling yesterday's decision as "disappointing".

The Federal Court finding comes at a bad time for the company, after it announced in January a 17% drop in annual sales, mainly due to due patent protection losses for Seroquel and Nexium.

Interestingly though, the ruling follows in the wake of a win for AstraZeneca in the US courts in December 2012, in which an appeals court upheld Crestor's intellectual property patent protection until 2016.

Priceline winner

GEOFF Lee from Macarthur Square NSW has won the title of Australia's Favourite Pharmacist, having been selected from over 550 Priceline pharmacists across the country.

Intern of the Year

OLIVIA Cocks of Karen Carter Chemist in Gunnedah has been named the winner of the MIMS Australia 2012 NSW Intern of the Year Award.

The Intern of the Year Award, sponsored by MIMS Australia in 2012, recognises the achievements of interns who demonstrate outstanding skills in the supervised registration training year.

It showcases those who are striving to raise standards and who, through their professionalism, provide a model of practice standards.

Presenting Olivia with the award PSA NSW Branch President John Bronger congratulated her for the enthusiasm and commitment that she has shown to a wide range of disciplines within the pharmacy.

"Olivia has written guidelines for staff at an aged-care facility for competencies and assisted in the ongoing improvement of QCPP by improving wound care, Webster and intervention procedures," he said. "This shows an enthusiasm and commitment which is great to see".

March **MIMS** Monthly Medicine Update

NEW PRODUCTS

Synvisc One (**hylan G-F 20**) is an elastoviscous fluid containing hylans and is biologically similar to hyaluronan. The mechanical (elastoviscous) properties of hylan G-F 20 are superior to those of synovial fluid and hyaluronan solutions of comparable concentration. Synvisc One is indicated for intra-articular use to treat pain associated with osteoarthritis of the knee. Synvisc One

is contraindicated if venous or lymphatic stasis is present, in infected or severely inflamed knees, and in patients having skin diseases or infections in the area of the injection site. The recommended treatment regimen is one injection in the knee. The injection may be repeated 6 months after the first injection, if justified by the patient's symptoms. Synvisc One (hylan G-F 20, 8 mg/mL) is supplied in a 6 mL syringe.

SAFETY RELATED CHANGES

In postmarketing experience, common cases of decreased bone density and osteoporosis have been reported in paediatric patients with severe chronic neutropenia (SCN) receiving chronic treatment with Neupogen (**filgrastim (rbe)**).

The patient should set a date to stop smoking. Champix (**varenicline**) dosing

should start 1–2 weeks before this date. A flexible approach to quitting smoking may now be adopted. Patients can begin Champix dosing and then quit smoking between days 8 and 35 of treatment.

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.

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.

Say a not-so-fond farewell to oil slicked hair

Designer Brands is banishing oily unwashed hair days, with the launch of its **Dry Shampoo & Volumiser** range. Aussies need never fear sideways glances at oil slicked hair again, as the Dry Shampoo & Volumiser works, with the use of rice starch, to absorb and remove excess oil, dirt and other particles, leaving hair cleansed, deodorised and with added volume and bounce. Perfect for people with no time to wash their hair, the Dry Shampoo & Volumiser is infused with essential oils of rose, citronella and sweet orange and promises not to leave white streaks. The product comes in three variants: Classic, Fresh and Brunette.

Stockist: 1300 765 332

RRP: \$7.99 (200ml)

Website: www.dbcosmetics.com.au



It's a Puretopia for your hands

Puretopia Youthful Hands is a gentle hand washing and moisturising solution for Aussies that want simple, natural products that work. The gift pack contains a 250ml Soft and Clean Hand Wash which is 100% sulfate free and enriched with invigorating essential oils of lime, lemongrass, sage and ginger. The pack also contains a 75ml Repair Hand Wash which nourishes and firms the hands, softening them with jojoba, as well as Vitamins A,C and E to protect and strengthen skin.

Stockist: 02 8709 8814

RRP: \$14.95

Website: www.mypuretopia.com



Wrinkles are a thing of the past?

Indeed laboratories claims its Snoxin will reduce dynamic wrinkles by 52% in 28 days. The product is a multi-peptide treatment which contains "the highest allowable concentrations of the most effective anti-aging peptides to target multiple aspects of skin aging". These peptides include matrixyl, SYN-AKE and SNAP, which each work to reduce the loss of firmness, textural damage, expression lines and wrinkles. Indeed also claims the cream will reduce muscular contractions which lead to the appearance of dynamic lines and wrinkles; increase collagen production by stimulating the skin's natural processes; and help to form a more uniform support matrix by stimulating the skin's repair processes.

Stockist: 02 8709 8800

RRP: \$39.99

Website: www.indeedlabs.com



Become a Boho with cheeky lip tints

Packaged in a beautiful floral tin, **Boho Balms** are the perfect handbag accessory and a clever space saver ideal for touch ups on the go. The multi-purpose tints are great for adding a quick flush of colour to lips and cheeks, and come in two blendable shades: Pink Rouge and Coral Taupe. Depending on how much users wish to apply, the tints can create looks from a sheer to a deep flush. To use, simply dot the balm along the cheekbones and blend well for a beautiful dewy finish, or add a pop of colour to the lips. As an added bonus, the balms are enriched with Jojoba Oil to moisturise the lips and skin.

Stockist: 02 8412 1133

RRP: \$18.95

Website: www.mememecosmetics.com.au



DISPENSARY CORNER

GET your heart started.

A group of American thrill seekers have become an online sensation after a YouTube clip of their exploits was released.

The clip, shot on the mouth of a canyon in Southern Utah, shows the group take turns jumping off the canyon, swinging from a rope off the side of the canyon, and walking a tightrope between two canyon cliffs.

The clip also shows one of the group reassuring his girlfriend who is unsure if she wants to back out of a stunt involving 'the world's most insane rope swing'.

But instead of being the supportive type, the man pushes her over the edge of the cliff to swing out over the canyon.

The woman can be heard screaming "I'm going to break up with you", as she swings, her voice echoing against the canyon walls.

BAD time to be allergic to dust.

A man in Poland on the run for dodging child support payments got his come-uppance when a thick layer of dust forced him to giveaway his hideaway.

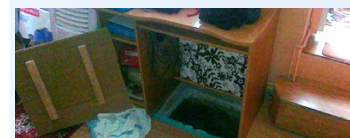
The man, Darius Olewski, was hiding from a police raid in a hole that he had created under a cupboard in his house.

His sneaky position was however found after police began to hear sneezing coming from under the wooden floor.

It was not long until knocking on the wood revealed a hollow spot.

Police then removed a false floor panel and found Olewski in a six-foot manhole covered in dust and cobwebs.

"Maybe if he'd dusted more often he'd still be on the run," a policeman told media.





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