

# Pharmacy DAILY

Wednesday 08 May 2013

PHARMACYDAILY.COM.AU

## WIN THE LATEST FROM SUKIN!



Every day this week, PD is giving two lucky readers the chance to win Sukin's hottest NEW skincare products.

Sukin's NEW Sensitive Soap Free Body Wash,

is a non-drying, soap free body cleanser, enriched with soothing actives blended with green tea to gently refresh delicate skin, leaving it clean, soothed and balanced.

To win, be the first person to send the correct answer to the daily question below to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

As with ALL Sukin products, this new Body Wash is S\_\_\_\_\_ and P\_\_\_\_\_ free.

Congratulations to yesterday's lucky winners, Sandra Fitzgerald of Hunter Medicare Local and Irene Vergos from Pharmore Pharmacies.

## NZ system "flawed" - MA

**MEDICINES** Australia says a new report comparing the Australian medicines system with that of New Zealand "highlights why Australian policymakers should not seek to emulate the New Zealand model".

The Medicines New Zealand report showed that NZ spends significantly more on healthcare as a proportion of GDP, and that in Jun last year Australian patients had access to 94 more prescription drugs than their Kiwi counterparts.

Medicines Australia ceo Brendan Shaw said the report shows what happens "when a healthcare system focuses on

cost containment at the expense of health outcomes...Australians deserve better than that.

"Historically, the Australian system has been able to provide a range of treatment options and newer medical technologies for patients than has the New Zealand system," Shaw added.

He suggested a better approach to allocating the medicines budget would result in a more efficient health system overall.

**CLICK HERE** to see the report.

## Souvenaid on TV

**REPORTS** this week on *A Current Affair* and the *Today Show* about the new Souvenaid medical food for Alzheimer's disease are likely to lead to a spike in pharmacy enquiry about the product.

Souvenaid contains a "unique, patented combination" of nutrients which is claimed to support synapse formation and medical function, at levels difficult to achieve through dietary intake alone.

For wholesale enquiries about Souvenaid call 1800 889 480.

## PSS lawyer support

**THE** Pharmacists' Support Service (PSS) has announced that Meridian Lawyers will support its work as Honorary Solicitor.

The boutique law firm focuses on health, insurance, commercial and employment law, and "is widely recognised as the leading pharmacy law practice in Australia," according to a PSS statement.

Meridian is also a principal legal advisor to the Pharmacy Guild, and joins other organisations from the broader pharmacy community which assist the PSS.

The service provides a "listening ear and support" to Australian pharmacists, pharmacy interns and students, and is staffed by trained volunteer pharmacists using a toll-free number which links to a mobile phone carried by the volunteers.

Anonymous and discreet assistance is available 8am-11pm EST every day of the year by calling 1300 244 910 - for more info see [www.supportforpharmacists.org.au](http://www.supportforpharmacists.org.au).

## Drug safety abstracts

**ORGANISERS** of the upcoming Global Drug Safety conference in Brisbane 14-16 Oct have called for abstract submissions, with guidelines at [www.gds2013.org](http://www.gds2013.org).

## MagMin® (PBS)



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## NSW Pharmacy - National Convention & Exhibition

Friday 21 - Sunday 23 June 2013  
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## CM listed addition

THE Therapeutic Goods Administration has added NeuroTabs from AFT Pharmaceuticals Pty Ltd as a new entry in the list of evaluated registered complementary medicines - see [www.tga.gov.au](http://www.tga.gov.au).

## Rimtech now Foresight

PHARMACY retail software supplier Rimtech has rebranded as 'Foresight' "to better reflect its broader offering and strategic direction".

The move follows the firm's move into the development of Sniip, described as "ground-breaking mCommerce technology".

Sniip is a 'clicks and mortar' system which will allow retailers to engage with their customers anywhere, any time through their mobile device - reflecting the huge growth in Smartphone usage which is seeing consumers use mobile devices to do almost everything.

Foresight ceo Manny Gill said Sniip was developed in response to

the evolution of traditional retail clients to now embrace an "omni-channel strategy".

The Sniip mobile application uses 'scan to buy' technology allowing consumers to instantly purchase from their smartphone.

It's currently in the final stages of its development, and is on schedule for a launch in August this year.

See [www.foresight.com.au](http://www.foresight.com.au).

## Actegy MOR winner

CONGRATULATIONS to Lynn Meaker from Bellara Pharmacy in Bribie Island, who won a MOR cosmetics pack from Actegy Health after completing training modules on REVITIVE Circulation Booster and Ultralieve Pro.

The incentive based product training competition ran in Apr at [www.elearning.hthealth.com](http://www.elearning.hthealth.com).

## Omega-3 update

A NEW study from the Harvard School of Public Health and the University of Washington has found that people with the highest blood levels of Omega-3s lived an average of 2.2 years longer, according to Warren Maginn from Nordic Naturals.

He called on pharmacists to "take note and review the power of Omega-3 supplementation," particularly in the light of Heart Health Week 05-11 May.

To see the article published last month in the *Annals of Internal Medicine* [CLICK HERE](#).



Find out what shape you're in as a result of the April PBS changes with our Health Check calculator.

For your free check and the chance to discover long term strategies that will protect the profitability of your pharmacy, call us now on 03 9860 3300 or email [enquiries@pharmacyalliance.com.au](mailto:enquiries@pharmacyalliance.com.au)



## Bayer slams report

BAYER Australia has responded to a segment on a TV current affairs program last week relating to its YAZ and Yasmin combined oral contraceptives, saying the report "contained irresponsible and inaccurate claims".

Bayer medical director Jan Twomey said there was no new data on the risk-benefit profile of the medications, despite the story highlighting claimed increased risks of venous thromboembolism.

"All combined oral contraceptives carry risks, including an increased risk of thromboembolism," Twomey said, adding that the risk had been recognised for many years and is outlined in both PI and CMI's supplied to patients.

"We take the safety of our medicines very seriously," she said.

## Adrenaline alert

MEDSURGE Healthcare and Link Medical Products have issued safety alerts for Aurum Adrenaline 10ml 1:10,000 pre-filled syringes.

It's been identified that there is a misalignment of the label on the syringes which have been supplied to hospitals because of a shortage of adrenaline mini-jets.

Each syringe contains the correct dose but the label error makes it appear there is more medicine than there should be, with a possible risk of incorrect dosing.

Pharmacy Daily is Australia's favourite daily pharmaceutical industry newsletter, read by more than 10,000 people across the industry each day.

Pharmacy DAILY

We are currently recruiting for two roles to support our ongoing strong growth.

## News Reporter

This is a permanent part-time role, working five mornings per week from our offices in Epping, NSW. The successful applicant will be an experienced writer with a good sense for news, preferably with knowledge of the pharmacy industry. As well as sourcing the latest pharmacy industry news you will be helping with the production of the newsletter so desktop publishing experience (Adobe Indesign) will be well regarded. On-the-job training will be provided.

## Business Development Manager

Pharmacy Daily is seeking a Business Development Manager, to promote our popular newsletter to pharmacy suppliers. This is a part-time contract role with flexible hours, which would ideally suit someone with pharmaceutical or medical industry sales experience. Duties will involve sourcing new business from advertisers and developing relationships with clients with the aim of further growing the business.

Salary for both roles will be commensurate with experience. Join our fun friendly team working to keep the pharmacy industry informed. Applications due by Friday 10th May to [jobs@traveldaily.com.au](mailto:jobs@traveldaily.com.au).

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## 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 [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)



### DISPENSARY CORNER

**QANTAS** consulting chef Neil Perry is famous for his range of upmarket restaurants and his flowing ponytail, and is an expert at media interviews.

However he was a little taken aback by a question relating to bodily functions yesterday during the launch of a new business class menu.

An impertinent journalist raised the awkward question everyone was too afraid to ask (or didn't even think of) - does Perry consider the potential for in-flight flatulence when designing his on-board meals?

"Yes, absolutely, especially on long-haul flights," was the frank answer.

"We avoid things like Jerusalem artichokes and beans, and if we use lentils they have to be really well cooked.

"It's better to use grains rather than pulses when it comes to generating wind," Perry said.

**A RANGE** of new Rx-related items available from trendy US store Urban Outfitters has sparked controversy, with some critics saying the products glamorise the abuse of prescription drugs.

The range includes shot glasses which look like pill bottles for a product named 'Boozemin' (right) and syringe-shaped "shot shooters" (below) with the tag lines 'prescribe yourself a



small dose of pleasure' and 'fill it up with booze and let the healing begin!'

A health advocacy group called DrugFree.org has taken exception, with many US teenagers mistakenly believing abuse of prescription medications is safer than using illicit drugs.



### 100% Natural Raw C Coconut Water

Coconut water is increasing in popularity worldwide due to its natural hydrating qualities and as a great source of nutrients including calcium, potassium and magnesium. New **100% Natural Raw C Coconut Water** is the water (not the milk) found in green coconuts sourced from Thailand. It is 100% natural, with no added sugar or preservatives and is fat and cholesterol free. 100% Natural Raw C Coconut Water is available in two sizes with a percentage of profits donated to charity.

Stockist: 0404 400 216

RRP: \$3 per bottle (330mL)

Website: [www.rawc.com.au](http://www.rawc.com.au)



### Pure radiance from Thursday Plantation

Thursday Plantation has launched **100% Pure Certified Organic Rosehip Oil** for healthy-looking and radiant skin. The rosehip oil is a light-weight, non greasy oil that can be used on all skin types to help improve the appearance of wrinkles and fine lines, skin tone and scars and stretch marks. It contains essential fatty acids including Omega 3, 6 and 9; Vitamin A; and polyphenols and carotenoids, two potent antioxidants that help protect the skin at a cellular level.

Stockist: 1300 654 336

RRP: \$ 16.55 (25ml)

Website: [www.thursdayplantation.com](http://www.thursdayplantation.com)

### Maternity ward chic

Mums-to-be can now be the best looking woman in labour and look gorgeous in all those first photos, with these stylish birthing gowns from Designer Mamas. An alternative to the usual drab hospital gown, these gowns are designed with comfort and practicality in mind. They have snap locks down the back for full coverage and snaps down each shoulder for easy breastfeeding. The gowns are available in a variety of gorgeous prints and plain fabrics and come in three sizes.

Stockist: 0407 036 447

RRP: \$59.95 - \$72.95

Website: [www.designermamas.com.au](http://www.designermamas.com.au)



### You're never fully dressed without tan

From sandy shores to ski resorts, the Australian winter can be stormy one day and sweltering the next, but customers can now get ready to go from jeans to jumpsuits with the perfect trans-seasonal St. Tropez tan. Designed to provide the richest, deepest, natural looking colour and infused with aloe vera, **St. Tropez Self Tan Bronzing Lotion** helps hydrate, nourish and care for skin while providing that 'just come back from holidays' look.

Stockist: (03) 8545 2700

RRP: \$43.95 (120ml); \$65.95 (240ml)

Website: [www.sttropez.com.au](http://www.sttropez.com.au)