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Today's issue of PD

PHARMACY Daily today includes two pages of news, our regular Wed New Products feature and a full page detailing Hyland's Baby Teething Tablets.

For details see **page four**.

Noxa oil 100% hit rate

THE New Zealand launch of United Prestige's new "Noxa Oil" (PD 23 Jul) has been hailed as a major success, with distributor Crombie & Price saying that every single chemist approached has agreed to carry the product.

United Prestige ceo Andrew Christopher pledged that Noxa Oil will not be available to "mass merchants" nor supermarkets, with the company targeting 100% availability of the product in pharmacies across the country.

The company has attracted controversy because of a legal battle against Aspen in relation to Bio Oil in Australia (PD 13 Jun), with Christopher claiming that the product had "opened so many doors for us."

"We use Bio Oil as a currency to sell other lines...our aim is to give independents a fair go," he said.

Guild claim 'exaggerated'

THE ABC's 'Fact Check' unit has concluded that the Pharmacy Guild's claim about the impact of accelerated price disclosure is exaggerated, saying there is "little evidence to suggest the impact will be severe across the industry".

ABC Fact Check works to determine the "accuracy of claims made by politicians, public figures, advocacy groups and institutions engaged in the public debate," and initiated a probe in response to the recent campaign which garnered more than 500,000 signatures on a petition seeking to save local

pharmacies which are "under threat" from the further PBS reforms announced just before the election was called by former Prime Minister Kevin Rudd.

The ABC investigation details how the prices of medicines are set in Australia, both via the PBS and in practice due to the ability of pharmacies to "negotiate with manufacturers for better prices and take the difference as profit".

According to the report, "the impact of the accelerated reduction is unlikely to be evenly distributed among pharmacies," with those who have planned ahead and place less reliance on 'trading terms' income from discounted medicines set to feel less impact.

Terry White Chemists is cited as saying that smaller independent and transactional pharmacies are likely to feel more pressure from the changes, in contrast to the TWC Group "which has long understood that relying on dispensary profits was unsustainable and as a result now derives its revenue from a broad base".

The ABC Fact Check team also quoted the University of Melbourne's Prof Philip Clarke who contrasted the Australian system with that in the UK, where despite ongoing declines in prices, capped discounts and significantly cheaper drugs "the industry appears to be viable as the number of licences in England has increased by around 1000 over the last five years".

The report concludes that with governments having been seeking better taxpayer value by moving to faster price disclosure since 2007, "this has given time for pharmacies to adjust, so the accelerated timetable is unlikely to force well-run pharmacies to close their doors or slash important services".

More new AusPARs

THE Therapeutic Goods Administration has released several new Australian Public Assessment Reports for prescription medicines.

The new AusPARs relate to the assessment processes for Flutiform (fluticasone propionate/eformoterol fumarate dihydrate), Picato gel (ingenol mebutate), Myfortic (micophenolate sodium), Juvicor/Xelezor/Tesozor (sitagliptin/simvastatin) and Caprelsa (vandetanib) - see www.tga.gov.au.

SHPA Cairns success

MORE than 850 delegates have registered for Medicines Management 2013, the 39th SHPA National Conference starting in Cairns this Thursday.

Delegates will be challenged to Get Smart, Get Personal and Get Inspired about their practice and the delivery of pharmacy services into the future.

MM2013 also offers 80 contributed papers, 300 posters and a variety of invited speakers and a huge industry exhibition.

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TGA approves BCC Rx

THE TGA has approved the first oral medicine for advanced basal cell carcinoma in the form of Erivedge (vismodegib).

The new therapy is approved for adult patients with metastatic or locally advanced basal cell carcinoma (BCC) where surgery and/or radiation therapy are not appropriate.

Professor Dedee Murrell, Head of Department of Dermatology at St George Hospital Sydney, has welcomed the approval of Erivedge.

"With the potentially disfiguring and debilitating nature of BCC, we need treatment options for advanced disease that can effectively inhibit the progression of the cancer for patients for whom surgery is not appropriate," Prof Murrell said.

Australians are four times more likely to develop a skin cancer than any other form of cancer, with 66% diagnosed with some form of the disease before the age of 70.

Approximately 300,000 cases of nonmelanoma skin cancer are treated annually in Australia.

TWC to welcome Sclavos

CHAIRMAN of TWC Group Investments Limited, Terry White, said he was proud to welcome Mr Sclavos to the board of the company which oversees the Terry White Chemists network, and described him as a "standout leader" (PD breaking news).

Yesterday the company announced that Sclavos would become a non-executive director of the group after he steps down as Pharmacy Guild National President next month after almost 8 years.

"There are few who understand our industry to the depth that Kos does and even fewer still who have been quite so proactive over the years," Mr White said.

"He is highly respected within the Terry White Chemists group and the broader stakeholder network for his commitment to the pharmacy industry."

A graduate of the University of Queensland, Sclavos demonstrated his potential very early in his career becoming the first Joint Fellow of ACPD and AIPM in 1992, winning

the AIPM Pharmacy Manager of the Year in 1993, Australian Pharmacy Management Championships 1993 and 2000 and the PSA Young Pharmacist of the Year in 1999.

He's also been associated with the Terry White Group for many years, and is currently a partner in Terry White Chemists Myer Centre in the Brisbane CBD.

Sclavos said that he looked forward to working closely with the Group and to playing a role in the brand's innovative approach to primary care and preventative health care.

"Terry White Chemists is the leading group in the pharmacy industry that can point to a record of consistent achievement in the area of expanded health services, and is capable of delivering real progress with regards to improved health outcomes on a significant scale," he said.

New Roche chairman

ROCHE has announced that Christoph Franz has been nominated to take over from Franz Humer as the chairman of the pharmaceutical manufacturer's board.

Franz is currently chief executive officer of German airline Lufthansa, and has also been on the Roche board for the last two years.

He will not renew his Lufthansa contract when it expires next May.

Di-Gesic ruling blasted

THE Consumers Health Forum says that the Administrative Appeals Tribunal decision to allow the continued use of Di-Gesic and Doloxene (PD Mon) violates the "golden rule of patient care" - to first do no harm.

CHF ceo Carol Bennett noted that the drugs are already banned in the US, UK, Canada, India and Europe, with the AAT ruling overturning the TGA's proposed ban "a disturbing rejection of a decision made by the body which is recognised as having the authoritative expertise on such drug safety issues in Australia".

Ego stroked by award

EGO'S QV brand has won the Most Satisfied Customers Award - Baby Bath Wash ahead of Aveeno, JOHNSON'S baby, Curash, Gaia, Coles brands and Woolworths brands in Canstar Blue's 2013 Parent's Pick Awards.

Canstar Blue Commissioned a study of 1,300 Australian parents aged 18-40 years old with at least one child aged three years and younger, with the research undertaken by Colmar Brunton tracking customer satisfaction across several categories.

The sample for the baby bath wash category was made up of 948 parents who said they had purchased and used baby bath wash in the last six months.

For more information **CLICK HERE**.



Every day this week, we're giving our readers the chance to win a Manicare prize pack, including Manicare Miracle Growth Booster, Flash Dry Top Coat, Mascara Wands and a Nail File.

For over 35 years, Manicare has offered a comprehensive range of quality, tried and tested nail treatments, hand and nail implements and beauty care accessories. Manicare, your trusted beauty tools brand provides solutions for all your nail, and beauty care need. Answer the daily questions for your chance to win Manicare's Flash Dry Top Coat, Miracle Growth Booster Nail Treatments, Mascara Wands and Nail File!

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

How many different makeup brushes do Manicare have in their range?

Hint! Visit www.manicare.com.au.

Congratulations to yesterday's lucky winner, Alexandra Gorza from Coral Coast Pharmacies. The correct answer was 1974.

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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



DISPENSARY CORNER

IT'S that time of year - the annual Ig Nobel awards which honour researchers for their "comical scientific achievements".

Awarded by the Annals of Improbable Research, the Ig Nobels highlight unusual scientific findings and are meant to entertain as well as encourage even the most bizarre innovation.

This year's Ig Nobels highlight some fabulous studies, including one which proved that people who think they are drunk also believe that they are sexy.

A big winner this year was the Ig Nobel Public Health Prize, which was won by some doctors in Thailand who documented their specialised treatments for penile amputations.

Apparently there's been quite an epidemic of genital butchery - often of drunk men who made their wives angry, with Annals editor saying "a lot of the victims were brought to the same hospital and the doctors got pretty good at dealing with it".

The techniques in the paper worked in many cases, but had some difficulty in one situation where the amputated penis had been partly eaten by a duck.

THIS year's Ig Nobel Medicine Prize went to a group of researchers in Japan who "assessed the effect of listening to opera on heart transplant patients who are mice" - with the intriguing finding that the music "induced prolongation of murine cardiac allograft survival".

The Joint Prize in Biology and Astronomy went to a collaboration of scientists from Sweden, Germany, the UK, South Africa and Australia, who proved that dung beetles can navigate by observing the Milky Way.

And the Ig Nobel for Chemistry went to a team of Japanese scientists who worked on a paper describing the highly complex biochemical process in which enzymes within onions make people cry.

New Instant Concealer by Clarins

Clarins Instant Concealer is a new product that instantly refreshes the eyes, hides dark circles, smooths and soothes the eye contour, reducing puffiness to illuminate the eyes in a single step with a result that lasts all day long. The concealer's colour works on the surface like a "veil". Its hue is opposite of that of the dark circle so that it "neutralizes" the dark circle and allows the skin to regain a natural looking skin-tone. Instant Concealer is available in three shades: Light, Medium and Dark. On-counter: October 7.

Stockist: 02 9663 4277

RRP: \$38.00

Website: www.clarins.com



Dreambaby adjustable car shades

Dreambaby launches a new range of fun and unique adjustable car window shades with gorgeous playful hand illustrated jungle animal designs on both sides for extra enjoyment. As well as being perfect for keeping little ones protected from the strong, often damaging sun and glare, the shades add to the fun of being out and about "on safari" in the car. The **Dreambaby Extra Wide Car Window Shades** attach easily to windows with heavy-duty suction caps, which won't damage car windows or tinting. They also roll up easily and efficiently out of the way when not in use.

Stockist: (02) 9386 4000

RRP: From \$9.95 each or \$13.95 for a pair.

Website: www.dreambaby.com.au



Edward will love your floral aroma...

Twilight star Kristen Stewart is the face of **Florabotanica's** new advertising campaign, with imagery featuring Kristen in black and white with colorful floral vines crawling up her bare back and wrapping around her shoulders. Florabotanica is a fragrance based on an experimental rose. The scent opens with refreshing notes of wild mint, while the heart is a delicate Turkish rose essence. The bottle is a couture object that completes the story of a beautiful flower inside a dangerous garden, with its highly graphic black and white stripes a very strong visual element in the history of Balenciaga fashion.

Stockist: 1800 812 663

RRP: \$55.00 Shower Gel, \$60.00 Body Lotion, \$85 - \$155 EDP

Website: www.coty.com



Blooms launches new Powder Range

The Powder Range from Blooms Health Products features 100% pure powders with no fillers, additives or preservatives. The range includes **Cholesterol Balance Beta-Glucan Powder** for blood pressure; **Hawaiian Spirulina Powder** packed with nutrients, **L-Glutamine Powder** for muscle mass and gut health, **Acetyl L-Carnitine Powder** for training; and **MSM Powder**, "nature's forgotten beauty secret." **Magnesium Powder** will launch in Oct.

Stockist: 1800 181 323 or info@phytologic.com.au

RRP: \$19.95 (MSM Powder) - \$49.95 (Acetyl L-Carnitine)

Website: www.bloomshealth.com.au





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