



## IF YOUR CUSTOMERS ARE TAKING A COURSE OF ANTIBIOTICS

a probiotic such as Inner Health Plus may assist in maintaining the balance of good bacteria.

## INNER HEALTH PLUS

Always read the label. Use only as directed.

## TGA info wanted

**THE** Therapeutic Goods Administration (TGA) has released market research which found consumers did not feel they received information needed.

The quantitative research report, involving surveys last year of 759 consumers, 100 health professionals including pharmacists and 125 industry participants, found that less than 40% of consumers felt they received the information needed on regulation of therapeutic goods and their safety, compared with about 70% of health professionals and industry.

Awareness of goods was high for health professionals and industry.

While 94% of health professionals had heard of the TGA, only 27% said their overall knowledge was good or excellent, with allied and complementary health professionals most likely to say theirs was poor or very poor.

A cause for concern was the high levels of belief among health professionals that the TGA also provided clinical advice (52) and regulated food or chemicals (48), the TGA said.

The highest levels of awareness for consumers were around recalls and safety alerts, probably due to higher levels of media attention.

To read the report, **CLICK HERE**.

## Immunisation inequity

**THE** Government must address vaccine inequity among Australian seniors, Parliament House heard today.

National Seniors Australia (NSA) presented parliament with a report developed by its Productive Ageing Centre and commissioned by bioCSL, 'Seniors and immunisation in Australia: Awareness, experiences and attitudes', which surveyed 793 Australians aged 50 years and over between Dec and Jan.

The report found that 50% of those who had difficulty funding their household and medicine expenses would be unwilling to self-fund the shingles vaccine, but more than 90% would consider the vaccination if it were government funded.

NSA said while vaccines for 12 childhood diseases were funded by the Government on the National Immunisation Program (NIP) only two of the four that Australian immunisation guidelines recommended for older people were funded, the NSA said.

Australia could extend its childhood immunisation program to include adults, and thus provide a 'whole of life' approach to immunisation, NSA said.

The address comes before the Pharmaceutical Benefits Advisory Committee (PBAC) meeting in March, where Zostavax, a prevention treatment for shingles, produced by bioCSL, will be considered for inclusion on the NIP.

ANZ Society for Geriatric Medicine Austin Health senior geriatrician associate professor Michael Woodward said shifting the focus to a whole of life immunisation will only become increasingly important in coming years.

Ensuring public health policy is geared towards reducing the burden of vaccine preventable diseases, regardless of age, he continued, will positively impact the economic and social wellbeing of the country.

The push is supported by clinical experts around the country through media outreach including National Centre for Immunisation Research & Surveillance clinical research head Professor Robert Booy.

## eRx update alert

**THE** developers of the eRx Script Exchange software are urging pharmacies using the system to run an important update to ensure that it continues to run after next week.

The software uses a number of electronic certificates to ensure that data transmission is secure, and only the intended recipient can open the information.

Next Mon 17 Feb one of the certificates used by eRx will expire, with a quick and easy update online at [erx.com.au/certificateupdate](http://erx.com.au/certificateupdate).

## Noxa oil launch

**UNITED** Prestige yesterday formally launched sales of its new "Noxa Tissue Oil," which is being pitched squarely at the Bio Oil market in Australia.

The company's md Andrew Christopher told **PD** that more than 400 enquiries were fielded on the first day, adding that he was "delighted with the massive number of calls and congratulations."

"Our aim is to offer to chemists a product they can call their own."

"Noxa will not be available via supermarkets or department stores like other skincare."


Christopher said his company had been selling Bio Oil for the last 12 months, "a great product that we import legally into Australia direct from resellers around the world."

"But we have now gone one step further by producing the Noxa Oil at half the price of the Bio Oil, so the chemist out there can have the best of both worlds and compete and undercut at the same time the likes of Chemist Warehouse and other major retailers".

United Prestige's promotion of Bio Oil last year drew ire from Aspen Pharmaceuticals, which holds the exclusive license to distribute Bio Oil in Australia (**PD** 13 Jun 2013).

Aspen says its product complies with Australian product, packaging and labelling requirements, and it accepts no responsibility for the quality of products not purchased via the official channel.

United Prestige's Noxa Oil promises to help pharmacies "re-claim your category" with a supporting website at [noxaoil.com](http://noxaoil.com).



## Noxa

www.unitedprestige.com.au  
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**We are open for business!**

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Specifically designed to:

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[www.goodpricepharmacy.com.au](http://www.goodpricepharmacy.com.au)


## CUSTOMER LOYALTY



“eRx Express creates loyalty with customers helping them return to us rather than have scripts dispensed elsewhere”

Steve Speirs – Exhibition Pharmacy

## Mayne takes on pain

**MAYNE** Pharma Group Limited this morning announced the acquisition of a number of pain products from Forest Laboratories Inc in the USA.

The deal, valued at up to US\$12 million, includes the Esgic, Esgic Plus, Lorcet and Lorcet Plus brands along with related assets.

Esgic tablets and capsules are used to treat tension headaches, while Lorcet tablets are indicated for the relief of moderate to moderately severe pain.

According to IMS Health, the products had sales of US\$5 million over the last year, with the total current annual market for these products, including generic versions thereof, estimated at more than US\$400 million.

Mayne Pharma ceo Scott Richards said, “This acquisition is a significant opportunity for Mayne Pharma USA to expand its product portfolio into selected branded products to complement the generic products franchise.

“These products will strengthen our business by growing our revenue base and further diversifying our portfolio.”

Mayne is funding the purchase via an \$18m share placement.

## Hamilton finds the Key

**KEY** Pharmaceuticals has purchased skin and sun care brand Hamilton from Valeant International (**PD** breaking news) and could have new products by this time next year.

The move was described by Key Pharmaceuticals ceo Clive Addison as a significant step for the company, extending its reach in consumer products and markets.

He told **PD** he was proud that an Aussie icon was coming to the company as a privately held business and the acquisition was a “tremendous” opportunity for Key Pharmaceuticals.

“The Hamilton range enhances Key’s depth in the dermatology category and extends our reach in critical consumer products and markets.”

The deal had been in the works for several months, he said.

The company planned to develop new consumer products with a focus on skin and suncare.

Key Pharmaceuticals has a strong pharmacy focus and was awarded the Symbion 2013 ‘achieving excellence award’ in the small to medium OTC supplier category demonstrating a level of confidence

in the company by the pharmacy community.

The company will be speaking to pharmacy customers about the company’s plans in the next few weeks and plans to speak with them again around this time next year about new products on offer.

“Hamilton is a strong addition to our expansive portfolio of other well-known brands including Blistex, OsteVit-D, Tiger Balm, Ear Clear and Neutralice,” he added.

Distribution synergies between Key and Hamilton will strengthen both OTC ranges, a statement said.

## ‘Colour for a Cause’

**CHEMMART** Pharmacy and Ovarian Cancer Australia (OCA) are inviting Australians to paint their nails teal, the international colour of ovarian cancer, to help raise awareness of ovarian cancer this February.

Chemmart Pharmacy is stocking the limited edition ‘Colour for a Cause’ teal nail polish pack, developed in partnership with Designer Brands, throughout Ovarian Cancer Awareness Month.

The product is exclusive to Chemmart, with 100% of proceeds going to OCA to help in the delivery of their awareness, support, advocacy and research programs.

Chemmart also offers in-store manicures where customers can have their nails painted in return for a gold coin donation.

## Swisse deal challenge

**RESEARCH** partnerships with Swisse Wellness were rejected by Bond and Monash Universities prior to an agreement being signed with La Trobe University (**PD** 14 Feb), according to a report in today’s *Australian* newspaper.

The controversial La Trobe deal was cited as leading to the resignation of pharmaceutical watchdog Ken Harvey, with the report saying that La Trobe also rejected an initial Swisse proposal, only signing the MoU after insisting that the Complementary Medicine Evidence Centre be independent and include other partners.

## Coke is it for Coty

**OPI** Products Inc, a subsidiary of US cosmetics giant COTY, has announced a collaboration with The Coca-Cola Company.

“We’re excited to partner with OPI, a preeminent nail polish brand with global reach and influence among our core target teen audience,” said Kate Dwyer, group director worldwide licensing, The Coca-Cola Company.

A number of the drink maker’s brands, including Coca-Cola, Diet Coke, Coke Zero, Cherry Coke, Vanilla Coke, Sprite and Fanta will be the inspiration for a line of OPI limited-edition nail lacquers which will launch internationally in June this year.



## INTRODUCING

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- ✓ For Stretch Marks
- ✓ For Ageing Skin
- ✓ For Dehydrated Skin
- ✓ For Uneven Skin Tone
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## Win [A'kin] Purely Revitalising Lifting Eye Creme

Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win an [A'kin] Purely Revitalising Lifting Eye Creme.

Only the [A'kin] by Purist Purely Revitalising Range harnesses the pure power of naturally potent antioxidants & omega oils to brighten, firm & lift skin for a more youthful looking, radiant you.

This new eye crème naturally combats the signs of ageing by lifting and revitalising the fine skin around your eyes & brightening the delicate eye area.

For more information visit: [www.purist.com](http://www.purist.com).

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



What are one of the benefits you can gain by using [A'kin] Purely Revitalising Eye Creme?

Congratulations to yesterday’s lucky winner, **Jeanie Misko** from **Royal Perth Hospital**. Yesterday’s answer was **45-65+ year olds**.



## 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)

### Clarins NEW Super Restorative Day Cream

Clarins helps women to stay radiantly beautiful after 50 by offering them a new beauty partner that meets their specific needs. Enriched with two major scientific and plant discoveries, **Clarins Super Restorative Day Cream** has a powerful capacity to replenish skin. "New generation" line-filling pearls settle in the heart of wrinkles, an anti-ageing tetrapeptide reactivates keratinocyte renewal and exclusive organic harungana extract reactivates the fibroblast stimulating collagen production.

Stockist: 02 9663 4277

RRP: \$120 for 50 ml

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



### Limited Edition Clarins Autumn Colour Collection

**Limited Edition Ombre Minerale Wet & Dry Mineral Eyeshadow:** This elegant eye palette was developed to beautifully enhance and illuminate the eyes. Four earthy shades with illuminating finishes can be worn one at a time or mixed at will. Shade No 11 Forrest is pictured. **Limited Edition Graphic Expression Face & Blush Powder:** A beautiful blend of blush and bronzer that enhances the complexion, whilst the comfortable texture

goes on smoothly and evenly for a perfect result. Applied to the cheekbones, this silky, ultra-fine formula illuminates and enhances the skin's natural radiance. On counter 24 Feb 2014.

Stockist: 02 9663 4277

RRP: \$68.00: eyeshadow \$59.00: powder

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



### Joli Rouge Long Wearing Moisturizing Lipstick

This classic, creamy lipstick delivers stunning colour and silky smooth shine. **Joli Rouge Long Wearing Moisturizing Lipstick** is formulated with the innovative extreme shine Maxi Lip Complex to help plump and hydrate for full, soft and supple lips. Deeply moisturizing and long-wearing with a fruity, floral scent, this lipstick feels amazing from the minute you apply it. Now available in three new permanent shades to add the occasional burst of colour: 736 Pink Camellia, 737 Spicy Cinnamon and 738 Royal Plum. On counter 24 Feb 2014.

Stockist: 02 9663 4277

RRP: \$38.00

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



### New "3 in 1" Super Strength Rose-Hip Vital Joint Health

**Rose-Hip Vital with GOPO**, a natural anti-inflammatory supplement, is helping people across Australia to keep doing the things they love. Now, the team at Rose-Hip Vital have introduced a new capsule to the range making it easier for users to take their daily dose. Exclusive to the Australian marketplace, Rose-Hip Vital is an all-natural product that is sourced from 100% pure and natural rosehips. Backed by over 30 scientific studies including eight clinical trials, Rose-Hip Vital contains the patented GOPO compound which was discovered eight years ago in Denmark.

Stockists: 1800 851 888

RRP: \$59.95

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

### DISPENSARY CORNER



IT'S a dog's life.

You may need a bigger lamppost to have this dog tied up outside your pharmacy - a Great Dane called Freddy is thought to be Britain's biggest dog at 2.24m, and he's still a puppy.

He lives in Essex, eats roughly \$137 worth of food every week and has wrecked 14 sofas in his 18 month life so far, *Orange UK News* reported.

JUST another day at the office.

It'd be a bit of an eye opener if this crowd walked past your window; hundreds of people in underwear walked through Colombia's Medellin to River Park for a 'No Pants Day' as a statement of freedom of expression.

No Pants Day was started by performance art group Improv Everywhere in 2002, since being embraced on the subway and in London on the Tube, but local Sebastian Garcia said it was a message to those who judged what was on the outside, when it was what was on the inside that mattered, the *Telegraph* reported.

METH heads.

Three mannequin heads mailed from California to Hawaii were found to have two pounds of methamphetamine stuffed inside them, the *Associated Press* reported.

Three men are facing drug charges in Hawaii, the publication reported.

The cardboard box with the heads inside was intercepted in May by a Riverside County Sheriff and armed with a search warrant, investigators found shirts, shorts, towels and three individually wrapped boxes in gold and pink paper, the *AP* said, inside which were the heads stuffed with a total of 2,932 grams of methamphetamine.

An agent posed as a delivery man at the Honolulu address but no one answered the door.