



## 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.

## CHF: let's not tax sick

**THE** Consumers Health Forum (CHF) has welcomed the calls for a discussion about health budget, but warned against taxing the sick.

Spokesman Mark Metherell said many people struggled with a variety of health costs already, including medicine bills.

"We do need to overhaul Medicare and make the health system more cost effective.

"That should be done before any plans to tax the sick are considered."

## Guild plan 'disappointing'

**PROFESSIONAL** Pharmacists Australia (PPA) president Dr Geoff March called the Pharmacy Guild's plan to reduce penalty rates in the review of the Pharmacy Industry Award "disappointing".

The PPA referred to a submission made to the Fair Work Commission.

March said this was a contradiction to the Guild's call for pharmacist unity (PD 20 Feb).

"Penalty rates provide fair compensation to employees who work outside regular hours. Any attack on, or erosion of penalty rates will only fuel division in pharmacy and is something we strongly reject."

March said the PPA believed the current Award undervalued and underpaid pharmacists and did not support "any further erosion of pharmacist pay or conditions."

Arguments which drew similarities between pharmacy and service industries such as hospitality, used in the Guild's submission, were concerning and pointed to the Guild seeing pharmacy's future in a more retail sales orientation, he said.

Guild spokesman Greg Turnbull said the PPA was verballing the Guild, and the submission related to the grouping of awards for consideration in a four yearly review.

The submission concluded that community pharmacy operated as a specialised retailer in the broader industry, he said, and for that reason the PIA ought to be grouped with similar service sector awards for the purposes of the review.

"As PPA would be well aware, the Guild was instrumental in obtaining a separate industry award for community pharmacy in 2010.

"In relation to penalty rates, our key approach is for flexibility in the interests of maintaining and expanding jobs in the industry."

## Guardian wins award

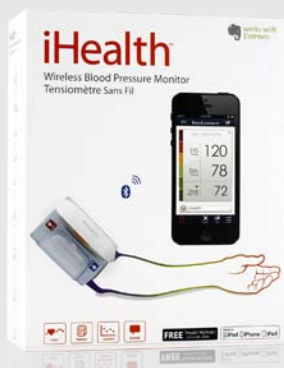
**GUARDIAN** Pharmacy has won the 2013 Roy Morgan Research Customer Satisfaction Award for Pharmacy, for the second year in a row.

The Award was the result of an annual survey of 50,000 Australians, with the top five organisations published monthly and the calendar year winner determined by who came in with the most months at a number one ranking.

Guardian is part of Sigma Pharmaceuticals and ceo Gary Dunne said the award validated the importance of pharmacy interaction with customers.

## Connecting you to new business opportunities.

Introducing a new mobile health range for pharmacy.  
**CLICK HERE** for an appointment or call 1300 367 611.



## Feeling the pressure in today's changing landscape?

### Looking to...

- Increase sales?
- Drive foot traffic?
- Improve overall profits?

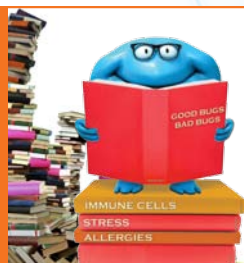
The Good Price Pharmacy Warehouse model is based on aggressive pricing, a large product range, appealing store layout and a well planned marketing strategy. All this in a large format environment that maintains customer service standards reminiscent of smaller community pharmacies.

**Visit us at APP Stand 47 & 48 to find out more information!**

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



## SMART BUGS STRONG IMMUNITY



## REGISTER FOR THE NEXT ETHICAL NUTRIENTS RETAIL TRAINING EVENING

- New research-based products for your customers with immune and allergy symptoms
- Gain confidence to recommend Natural Medicine
- Over 80 locations
- Includes a free dinner, manual and certificate

Contact your Account Manager today or [hworld@healthworld.com.au](mailto:hworld@healthworld.com.au)

**ETHICAL NUTRIENTS**  
PROFESSIONAL NATURAL MEDICINES



- Cost Effective
- Targeted
- Easy

### Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is **Anthony Huxley**, Managing Director of Covad.



## Back To The Future

**THERE** isn't much that we can't imagine.

So, imagine if you will that you could materially improve the health and wellbeing of our society.

That would be pretty cool, wouldn't it? Actually, no, it would be extraordinary. It would be game-changing, it'd be life-changing, it would BE the new paradigm.

Now, imagine again that Pharmacy was the facilitator of that change, the driver of that improvement.

That wouldn't just be exciting, that would be (apologies to Michael J Fox) a case of going back to the future. Seeing Pharmacy, once again, as the harbinger of health; as the bastions of wellbeing.

Today Pharmacy doesn't quite mean what it did just 10 or 20 years ago. Don't get me wrong, I'm not maligning it, I'm simply making the point that the landscape today for Pharmacy is different to what it was in years past.

But, interestingly though, the possibility of realising this is much closer than you might think.

I'm adamant in the view that the community regards Pharmacy as the centre-point of health and wellbeing, and equally adamant that consumers trust Pharmacy like no other health care professional.

And there we have a starting point like no other.

In fact, the future may be closer than you could imagine.

## NZ to reclassify the pill?

**NZ** regulatory body Medsafe will consider whether to reclassify some oral contraceptives from prescription to restricted, pharmacy-supplied medicines.

A submission to be considered at the Medicines Classification Committee in April calls for the progestogen-only pills, levonorgestrel, norethisterone, and desogestrel, and the second generation combined oral contraceptives to be reclassified to allow supply by specifically trained pharmacists without subscription.

This would allow greater accessibility and convenience, re-filling tablets without prescription, possible reduction of barriers to starting the oral contraceptive pill the submission said.

Submitted by Pharmacybrands Ltd and Pharma Projects Limited, the submission suggests a safeguard of specially trained pharmacists, with a screening tool, and blood pressure taken at each supply, with records kept, and supply to women of low risk.

"Pharmacists will provide advice about how to take the medicine, advice about appropriate health screening (e.g. cervical smear tests and sexually transmitted

infections), and be readily available for follow-up queries."

Pharmaceutical Society of Australia (PSA) national president Grant Kardachi said the organisation was aware of the application, and understood this had not been submitted by a sponsor.

"The application cites the safety profile of OCs and potential public health benefits through better or increased access.

"Given the availability of emergency contraception and the supply of OCs through the Continued Dispensing initiative in Australia, it is probably not unexpected that this application has been submitted (in NZ).

"Their focus on a requirement for appropriate training is consistent with PSA's approach."

## Methysergide curbed

**THE** European Medicines Agency has recommended restricting the use of methysergide due to concerns that it could cause fibrosis.

Methysergide medicines are now only to be used for preventing severe intractable migraines and cluster headaches.

## DISPENSARY CORNER

### FLUORESCENT antlers.

In an effort to prevent their reindeer from getting hit by cars, Finnish herders are trying a range of options to make their antlers glow in the dark.

Fluorescent tape didn't survive the reindeers' determination to remove it and now a fluorescent dye is being tested in different colours to assess effectiveness.

Anne Ollila of the Finnish Reindeer Herder's Association told *Orange News* that the animals will be monitored to see how they react and whether the paints are resistant to the harsh Arctic climate.

Some 200,000 reindeer roam the vast northern Finnish Laplands.

### DUMB & dumber.

Blondie Bennett, 38, a Californian woman obsessed with the Barbie Doll concept has adopted the doll's persona.

She now wants to go one step further and has begun a series of weekly sessions with an hypnotherapist to make her more stupid.

She told *Quirky News*, "I'm already starting to feel ditzzy and confused all the time."

Ms Bennett who changed her name 18 months ago, has also spent £25k on five breast reconstructions and botox fillers.

### BUSY Russian police.

As if the Russian Police don't have enough to do hunting down terrorists in Sochi and whipping Pussy Riot fans, they now have to police women's underwear.

A ban on synthetic lacy lingerie which applies in Russia, Belarus and Kazakhstan outlaws any underwear containing less than six per cent cotton from being imported, made, or sold in the countries.

Recently 30 women were arrested for protesting with lacy knickers on their heads, reports *Orange News*.

## WIN A DESIGNER BRANDS PRIZE PACK

This week **Pharmacy Daily** is giving five lucky readers the chance to win a **Designer Brands** prize pack, valued at \$31.

Each pack includes an Outrageous Volume Mascara, two nail polishes and a kohl pencil.

Outrageous Volume Mascara is a mega-impact volume mascara that will give you bold and dense lashes for a show stopping look.

The formula is infused with vitamin E to promote lash strength and is easy to apply with the exclusive GS-13 brush, ensuring no clumping so lashes are soft, yet still boasting intense volume.

To win this exciting prize pack, simply be the first person to correctly answer the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).



Where can you purchase Outrageous Volume Mascara?