

Student Biz 1/4 finalists

THE quarter finalists have been announced in the Pharmacy Guild of Australia's National Student Business Plan competition (PD 03 Jun), with 10 teams going through to compete from 23 Jun to 11 Jul.

The teams of pharmacy students come from eight universities across Australia including La Trobe, Queensland University of Technology, University of Canberra and University of New England.

Successful teams will go through to the semi-final round.

\$18.7b for health

THE 2014-15 NSW state budget was released yesterday with \$18.7b earmarked for health.

The budget included another \$300m going to meet increased patient demand for hospital and emergency department services.

The Medical Research Support Program will receive \$44m to support independent research institutes, while a further \$7.7m will go to the Medical Devices Seeding Fund to support development of medical devices that lead to better treatment options and patient outcomes.

The Cancer Institute NSW will also see \$34m in continued investment.

[CLICK HERE](#) to access the budget.

Gold Cross 'pharm only'

THE Pharmacy Guild of Australia has said its newly launched range of over the counter (OTC) medicines will never be sold in supermarkets.

The Guild launched the Gold Cross range (PD breaking news yesterday) with products available through API, Symbion and Sigma, saying it was proud that the range was "pharmacy only, forever", which a spokesperson confirmed meant the range would never be sold in supermarkets.

Created in partnership with iNova Pharmaceuticals and Probiotec Limited, the products feature the Gold Cross, a brand owned by the Guild, and the Guild's logo.

The range would provide pharmacies with competitive prices, the Guild said.

Products on the Gold Cross website include Chesty Cough Relief with an approximate net into store (NIS) price of \$3.14, a recommended retail price (RRP) of \$10.99 and an approximate profit of \$7.86 and Ibuprofen tablets 24 pack with an approximate NIS price of \$1.02, an RRP of \$3.99 and a profit \$2.97.

A proportion of sales would go directly to fund Guild work done on behalf of members, national

president George Tambassis said.

The Guild said the proportion figure was commercially confident information.

Member uptake would further enhance the Guild's capacity to carry on its work in the interests of Australia's first class pharmacy network, the Guild said.

"With more and more brands migrating across channels, it is reassuring for pharmacy owners to know that the support they give this range will stay with them."

Controlling asthma

AN ONLINE case study from NPS MedicineWise focusing on management of asthma in children is now available for pharmacists, GPs and other health professionals.

NPS MedicineWise clinical adviser Dr Andrew Boyden said children accounted for a large proportion of people with asthma and managing a child's asthma in a range of respects was different to managing an adult's.

[CLICK HERE](#) for more information.

Fred NXT live test

LIVE testing of Fred NXT has started in Scown's Pharmacy, Spotswood, Victoria.

It was launched in March (PD 14 Mar) as the next generation of Fred Dispense, powered by the cloud, to provide a single integrated service for pharmacy operations including dispense, point of sale and retail management.

Fred IT ceo and owner of Scown's Pharmacy Paul Naismith said live testing was a "significant step" in preparing for launch to pharmacies during the second half of the year and testing in real world environments was fundamental to Fred's development strategy.

EOFY PSS donations

PHARMACISTS' Support Service (PSS) is calling on pharmacists to support their colleagues by making a tax deductible donation before the end of the financial year.

Reliant on the generosity of the pharmacy profession for financial support and trained volunteer counsellors, PSS is available to all Australian pharmacists, interns and pharmacy students every day of the year between 8am and 11pm on 1300 244 910.

There is the option to make a direct deposit to donate.

Email admin@supportforpharmacists.org.au or [CLICK HERE](#) to learn more about donating.

WIN A SUKIN PACK

This week, PD is giving five readers the chance to win a Sukin pack.

Using the best active botanicals & essential oils to

create nourishing & intensely moisturising formulations, Australia's favourite natural skincare brand Sukin, dominates the natural skincare market with best sellers covering essentials for the face and body.

Each pack includes; Rose Hip Oil, Facial Moisturiser, Foaming Facial Cleanser and Hydrating Body Lotion.

To win, be first to send in the correct answer to:

comp@pharmacydaily.com.au.

What skin type is the Foaming Facial Cleanser most suitable for?

Congratulations to yesterday's winner; **Desiree Elkhoury** from **Flinders Medical Centre**.



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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

WALTER White, Senior.

If you thought Walter White was a little old to be involved in methamphetamine cooking, meet Robert Short, the 64 year old Northern California man accused of cooking meth inside his apartment at an aged care facility, the *Associated Press* reported.

Police pulled Short over in a traffic stop, when officers learned he was on supervised release for selling meth and when conducting a search of his car, found four ounces of crystal meth and an electronic scale, *AP* reported.

His apartment yielded more crystal meth with a street value of about \$1,700, as well as heroin and materials for a small lab, the publication reported.

I'M basically amazing.

If you're looking to hire new staff or are heading to a job interview soon, apparently loving yourself is the way to go in job interviews.

Research out of the University of British Columbia said job applicants with 'narcissistic' personalities were more successful than equally qualified candidates who acted more modestly, the *Telegraph* reported.

The study looked at 72 people and narcissists were rated as more attractive candidates, the publication reported.

FLABULOUS ruse.

Speaking of illegal drugs, a man from Florida has been arrested after sheriff's deputies said he hid cocaine and marijuana under his stomach fat.

A Volusia County sheriff's deputy said a drug detecting dog was requested after Christopher Mitchell's car was stopped and Mitchell appeared nervous, *Associated Press* reported.

Deputies said they also found a handgun and \$7,000 in cash, although these were found in the car and not under the driver's stomach, *AP* reported.

OPI Launches the Brazil Collection

Brazil by OPI brings the colours of tropical rainforests and warm sandy beaches to nails and toes for 2014. This new collection features a palette ranging from bright hues of red, pink, coral, orange and yellow to earthy tones of taupe, sienna, mocha and jungle green. In addition to 12 nail lacquers, the Brazil launch includes a set of four limited edition Beach Sandies Liquid Sand mini neon nail lacquers in bold purple, pink, turquoise and yellow shades with a textured, matte finish.

Stockist: 1800 812 663

RRP: \$19.95 each

Website: www.cotyinc.com



For men's hair: Evo crop strutters and box o' bollox creams

Evo crop strutters is a shaping cream for medium hold, support and separation. It gives pliable hold while adding consistency and strength so that hair can be restyled throughout the day.

Evo box o' bollox life changing paste is a texture paste that provides strong hold and an extremely matte finish. The product also adds support and separation and strong hold under any conditions, suited to the outdoors man and the metrosexual alike.

Stockist: 1300 437 436

RRP: \$29.95 each

Website: www.evohair.com

box o' bollox
life changing paste
net wt 100gm/e3.5fl.oz

tells you what you want to hear, perfect for the friendless and those who need to spend a lot on jeans (see placebo in the dictionary).

evo®

crop strutters
construction cream
net wt 100gm/e3.5fl.oz

contains a complete lack of miracle potato starch or ginger root. we waved no grass root in the shadow of the sun, added no yak's kak or italian mud.

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FreeStyle Optium Neo Blood Glucose and Ketone Monitoring System

Introducing the new **FreeStyle Optium Neo System** with a choice of support tools especially designed for people on insulin. Finally a meter that's as easy or as useful as you want it to be: accurate blood glucose and blood ketone testing with trend indicators, insulin logging, a clear sharp icon-driven screen, a five second test, only a small blood sample and individually foil-wrapped strips. The meter uses FreeStyle Optium Blood Glucose test strips to check for blood glucose but can also be used with FreeStyle Optium blood β -Ketone test strips to check blood ketone levels.

Stockist: API, Sigma & Symbion

RRP: \$69

Website: www.myfreestyle.com.au



New Movicol Orange Liquid

Movicol Orange Liquid is a new, easy to prepare laxative product in the Movicol range that provides gentle, effective relief from constipation in adults and children over 12 years of age. It is available to pharmacies as an over the counter (Schedule 2) medicine in a pleasant-tasting orange flavour and presents in a 500ml bottle format, offering 20 dosages. Movicol Liquid contains the active ingredient Macroglol 3350 plus electrolytes, which is the most commonly prescribed laxative in Australia - ideal for patients who experience chronic constipation.

Stockists: 1800 636 000

RRP: \$13.45 (500ml bottle)

Website: www.movicol.com.au

