

### WIN AN ORGANIC DETOX

Everyday this week **Pharmacy Daily** will be giving you the chance to win a 4.3.2.1 Organic Detox from **Key Sun**, valued at \$39.95.



4.3.2.1 Organic Detox provides 14, one-a-day, liquid herbal doses to supplement your detox program. Combine 4.3.2.1 Organic Detox with your healthy eating plan to enjoy the organic goodness of 4.3.2.1's certified organic herbal detox formula.

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

Does 4.3.2.1 Organic Detox contain artificial sweeteners?

Congratulations to yesterday's lucky winner, **Emily Keleher** from **Good Price Pharmacy Warehouse**.

## ASMI on Rx to OTC switch

A **NEW** study from the Macquarie University Centre for the Health Economy has found that rescheduling of the most commonly used prescription medicines to over-the-counter (OTC) status could save the Australian healthcare system approximately \$2.1b a year.

The study, commissioned by the Australian Self Medication Industry (ASMI), found 'switching' from prescription (Rx) to Pharmacist Only (S3) could achieve savings of \$1.1b through approximately 17m avoided GP visits, and a further \$1b in productivity savings.

The executive director of ASMI, Dr Deon Schoombie, said the study shows there is potential for considerable savings to governments and the community

### NovoFine Plus needle

**NOVO** Nordisk has launched NovoFine Plus 4 mm 32G, an "ultra-thin, ultra-short universal pen needle" that aims to make injections more comfortable for patients with diabetes.

The company claims that the needle can be inserted at 90° to the skin and delivers dosage accurately.

through a sensible approach to the scheduling of medicines.

"Unfortunately, the process of switching medicines from prescription to non-prescription has all but stalled in Australia and this is impacting health outcomes, healthcare costs and is stifling innovation in the sector," he said.

The study evaluated the economic and budgetary impacts of switching 11 categories of common Rx medicines used in areas including flu prevention, migraine, cholesterol lowering and heartburn.

Most of the medicines examined in the study have a long history of relatively safe use and many have already been switched to non-prescription status in similar markets overseas such as the UK, US, Sweden, Germany, Canada and New Zealand.

### TGA evidence guide

**THE** Therapeutic Goods Administration has established the third version of evidence guidelines which were first published in Oct 2001, reformatted in April 2011 and now updated in this latest version.

The *Evidence guidelines: Guidelines on the evidence required to support indications for listed complementary medicines* specifies the type of evidence required to support indications made for listed medicines (excluding sunscreens and disinfectants) and help sponsors understand their regulatory obligations in relation to holding that evidence.

The TGA posting of this update includes listed complementary medicine compliance reviews.

For see the guidelines update, go to [www.tga.gov.au](http://www.tga.gov.au).

### Pharmacy genetic test

**IN** a pharmacy first, Chemmart Pharmacy has partnered with genetic testing company, GenesFX Health, to offer a once off, pharmacogenomic test that identifies gene variants in four major enzyme systems, how these genes metabolise medications and the clinical implications of discovered slow or fast drug metabolism.

The service will be rolled out in selected Chemmart Pharmacy stores nationally throughout the year and costs \$225.



**guildsmart**

Your Pharmacy. Live.

### Maximise your professional services and front of shop

**CLICK HERE FOR MORE**

with our **NEW** pharmacy business tool

**guildlink**

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

Looking to...

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

The Good Price Pharmacy Warehouse model might be the right solution for you!

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.

To find out how Good Price can help you compete in today's changing landscape speak to Anthony Yap or Milton Burrell (07) 3907 0533

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



### HELP YOUR CUSTOMERS BREAK FREE FROM THE SYMPTOMS OF MEDICALLY DIAGNOSED IBS

Ethical Nutrients IBS Support contains the extensively researched and exclusive probiotic strain, *Lactobacillus plantarum* (299v) which may help reduce the symptoms of IBS including:

- Pain
- Constipation
- Diarrhoea
- Bloating
- Gas

Always read the label. Use only as directed.

**ETHICAL NUTRIENTS**  
PROFESSIONAL NATURAL MEDICINES





## 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)

### Newly Listed Caroline's Cream for magical skincare

The original cult product of the Caroline's Skincare range, **Caroline's Cream** has been reformulated making it more effective than ever. The newly listed Caroline's Cream – to launch in April - is 30% thicker and creamier making it even more hydrating and is the only product currently on the market that successfully treats more than 25 skin conditions and skin problems, from debilitating to simply irritating. With recent trials on the original formula indicating a high success rate of 92% this will prove to be even more effective.

Stockist: 1800 369 273

RRP: \$32.95 500 ml pump \$17.95 100 gm tube

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



### DISPENSARY CORNER

#### MECHANIC fail.

Do you trust your mechanic? One customer with a \$214,000 Lamborghini trusted his mechanic to simply repair a fault but instead Nicholas Schwartz, a 29 year old from Rainbach, wrote off the Lamborghini Gallardo Spyder after taking it for a test drive in the Austrian Muehlviertel region.

According to *Orange News*, Schartz admitted to police that he couldn't resist taking the powerful machine for a spin along the B310 toward Freistadt when he found that a combination of acceleration, a corner and a wet road was not prone to positive outcomes.

It took 14 firemen with two fire engines an hour to extinguish the result of the inevitable crash which flipped the vehicle in the process.

#### SURELY that's not allowed.

Could sell yourself something from your shop to win big? Glinda Salgado sold herself a lottery ticket which won not only the US\$3m prize, but also the US\$10,000 bonus for her store selling the winning ticket.

Salgado is co-owner of the Elden Market and Deli in Virginia and didn't think she had won the big prize for almost two weeks, *WTTG Fox 5 News* reported.

Salgado would have only made a *measley* US\$1m if she hadn't spent an extra dollar to upgrade her ticket, the station reported.

#### SPOILER alert.

A Belgian maths teacher at his wits end with a noisy classroom of teens threatened to be a *Game of Thrones* spoiler by revealing the names of those who die in the third season; the local newspaper *nieuwsblad.be* reported a successful silence!

Last year there was uproar in London when the *Metro* printed reviews of the infamous last episode the day after it aired, but before many had watched recordings.

### Crystobal Balenciaga's Rosabotanica from Paris



Daily work, respect, high standards and generosity. Cristobal Balenciaga's new fragrance **Rosabotanica** is a symphony of scents based on a very contemporary vegetal rose accord, a fresh and bright rose with a racy and luminous character. It is a decidedly modern feminine and sexy fragrance, designed to be worn as a second skin. The Rosabotanica woman is spontaneous and natural, not afraid to unveil her emotions. She exudes a natural radiance and aura that captures the attention and captivates the people around her.

Stockist: 1800 812 663

RRP: \$125 EDP 50ml, \$155 EDP 100ml

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

### The world's smallest skincare device: IONOTOX by freezeframe

**Ionotox** by freezeframe delivers active ingredients without a needle for anti-aging results in just 20 minutes. The very latest development in high tech beauty trends Ionotox delivers potent skincare actives into the skin via an electrical current. The process is a needle free injection called Ionotophoresis and incredible results are evident after placing the Microcurrent patches and ionised serum on the face for just 20 minutes. This is a non-invasive, cost effective and convenient solution to looking as much as 10 years younger in 20 minutes. On counter April 2014.

Stockist: 1800 662 686

RRP: \$99.00 (4 patch treatment sets + Advanced Serum Repair per pack)

Website: [www.freeze-frame.com](http://www.freeze-frame.com)



### Cancer Council SPF30 Lip Gloss and SPF30 Lipstick

Cancer Council has for years provided Australians with trusted, high quality sun protection products. Now the Council introduces the **SPF 30 Lip Gloss** and the **SPF 30 Lipstick** to both moisturise and hydrate dry lips, whilst offering sun protection. The gloss, made with nourishing aloe vera and soya oil to leave lips soft and smooth, is available in cherry and clear shades. The lipstick is available in a range of beautiful colours including aztec berry, bougainvillea, cherry blossom, plum, cinnamon, ruby red, coral and soft pink. It is enriched with jojoba to soothe and nourish lips, and mica, which imparts a lovely shimmer.

Stockist: 03 9861 7044

RRP: \$9.95 Lip Gloss, \$14.95 Lipstick

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

