

How are you feeling about the future of your pharmacy?



Fearful



Worried

The harsh reality of PBS reform is making every pharmacy owner contemplate the future prospects of their business.

With almost 500 independent pharmacy members, at Pharmacy Alliance we have built up the strength and influence to support each one of our members in facing the challenges of today and in the future.

Through our innovative programs and selective, long-term industry partnerships we provide our members with leading tools to tackle price cuts, competition and the growing consumer demand for value, plus also future proof their business.

If you're fearful or worried about the future of your business, call us to find out how we can help access the right information for your business' needs.



Happy

Be confident about the prospects of your business with our 'profit increase' guarantee*.

*'Profit increase' guarantee relates to your new baseline profit results post PBS SPD

Going to APP2015? Book a confidential appointment to discuss your business with

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- ✓ Convenience
- ✓ Taste

Amcal and Guardian Retail Conference

THE Amcal and Guardian Retail Conference kicked off on Monday with record numbers, Sigma said. See **page three** for more details.

Tribunal reprimands pharmacist

THE Queensland Civil and Administrative Tribunal has reprimanded a pharmacist, finding he engaged in unprofessional conduct.

Brian McAllan had conceded the Pharmacy Board of Australia's allegations, including dispensing pseudoephedrine without satisfying himself of a genuine therapeutic need, the Board said.

It took immediate action in 2012, imposing conditions - **CLICK HERE**.

OTC metoclopramide labels

THE Therapeutic Goods Administration (TGA) is calling for submissions on proposed label advisory statements for OTC metoclopramide.

International regulators had said the use of the drug was associated with cardiac arrhythmias and extrapyramidal symptoms, and following a safety assessment, the TGA had published changes to product information for prescription metoclopramide in the Medicines Safety Update in February, it said.

In line with these changes, the TGA has proposed the Required Advisory Statements for Medicine Labels should require the labels of OTC metoclopramide preparations contain the statements:

'Do not use in children and adolescents aged under 18 years

'Tell your doctor or pharmacist before use if you are taking other medicines.

'Do not use if you have epilepsy (fits)'. Submissions close 07 Apr.

CLICK HERE to read more and **CLICK HERE** to read the Medicines Safety Update concerning metoclopramide.

Calcium lacking

ONLY one in four Australian females and one in two males met their calcium requirements from food, according to new analysis of the Australian Health Survey by the Australian Bureau of Statistics (ABS) and Food Standards Australia New Zealand.

The 2011-13 Survey involved more than 12,000 participants.

More than half the Australian population aged two years and over had inadequate usual intakes of calcium, the ABS said.

Nearly two in every three people aged two years and older, or 76% of males and 42% of females, had a usual intake of sodium that exceeded the upper level of intake, with children more likely than adults to exceed the upper level.

Australian Self Medication Industry regulatory and scientific affairs director Steve Scarff said while a balanced diet should provide calcium needs, supplements could "bridge the gap" when dietary intake did not meet requirements.

CLICK HERE to read more.

Chantix label update

CHANTIX (varenicline) will see its label updated to include information about potential alcohol interaction, the US Food and Drug Administration (FDA) has said.

The medication could change the way people reacted to alcohol.

Interactions had resulted in some patients experiencing increased intoxicating effects and there had been rare accounts of seizures, the FDA said.

The Therapeutic Goods Administration said it would review the information to determine if any action was required in the Australian context.

CLICK HERE to read more.

Win with DESIGNER BRANDS



This week *Pharmacy Daily* and *Designer Brands* are giving readers a prize pack containing a new look Mineral Eye Shadow, Beyond Amplifying Mascara and two Kohl Pencils*.

*Shade will be chosen at random



Eyes are often the focal point of make-up and Designer Brands' All About Eyes promo celebrates their hottest selling on-trend eye products, a must for every makeup lover. Designer Brands' Beyond Amplifying Mascara has a new formulation with Argan Oil and Lash Food Complex, the company says. The prize pack also includes new look Mineral Eye Shadow, and two Kohl Eye Pencils.

To win, be the first person from **WA** to send the correct answer to the following question to: comp@pharmacydaily.com.au

Is the Mineral Eye Shadow under \$10?

Need a hint? [Click here.](#)

Congratulations to yesterday's winner, Alex Moores from Pharmabroker Sales.

Today's issue of PD

Pharmacy Daily today has one page of news, a page of Health and Beauty, a front full page from **Pharmacy Alliance** plus full pages from

- Sigma
- Mater Mothers' Hospitals

Mater APP offer

MATER Mothers' Hospitals is offering 22% off the wholesale list price on all orders from now until 23 Mar.

See **page four** for more details.

Confirmed SPD cuts

THE confirmed 01 Apr prices from the April cycle of price disclosure have been published on the PBS website.

CLICK HERE to view.



PKF
PHARMACY MASTER CLASS
instigo.

The PKF Lawler & Instigo master class is designed and presented by pharmacy specialists for pharmacy owners and retail managers.

You will receive guaranteed strategies to ease the pain and ensure your business can manage the impacts of PBS reforms.

We guarantee at least 5x ROI from this event.

UPCOMING SESSIONS

Don't miss out - places are limited!

Sydney:
Thursday, 11 June 2015

Newcastle:
Tuesday, 21 April 2015

For information and tickets visit Proticket.com.au



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Hear internationally acclaimed pain expert and Cochrane reviewer Professor Moore share the latest research and evidence behind combination pain relievers. Plus his insight on effective acute pain management.

Register today at RBHEALTHHUB.COM.AU/MOORE

Health, Beauty and New Products

Welcome to our weekly promoted 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

LONGEVITY secret finally uncovered.

The first company to market tablets that give this sort of longevity will make a killing (sorry about the choice of words).

A 95 year old Finnish man who started skiing in 1937 has reached 95 years of age but still skis for two hours every Saturday and Sunday, and has revealed the secret to his long and active life, according to *BBC News*.

We hope you are ready for this mind blowing revelation - he puts it all down to "good luck", the same thing that helped him survive without injury through World War II, the report says.

Nils-Olof Eklundh not only does 20 downhill runs interspersed with a cup of coffee on both weekend days, but plays tennis three times per week with some young friends in their 80s and a 60 year old "youth", he told the *BBC*.

Now if we could just create a good luck tablet, the line would go down the street.

NOTHING to coffee at.

One of the results from the new Australian Health Survey was that you won't need to stock caffeine supplements in your pharmacy.

For those aged 31 to 50 years old and 51 to 70, the average daily mean intake was more than 170 mg, equivalent to more than four cups of black tea or one and a half espresso shots of coffee, the Australian Bureau of Statistics.

About 25% of the latter age group had the equivalent of six to seven cups of tea or two to three espresso shots of coffee each day.

We live in a caffeinated culture all right - watch the (animated) effects of 100 cups of coffee in a day (not recommended) [HERE](#).

1000 Hour Natural Lashes

1000 Hour **Natural Lashes** intensify and add depth to the eyes with dramatic, professional quality false lashes. The range includes a variety of styles and colours for a spectrum of looks. Adhesive is included with each pair of lashes and they are now available in Alluring Brown, Demure Black, Envious Black, Exotic Raven, Black Vogue, Noble Black, Peek-A-Boo, Shadow Dancer, Hello Sailor and Striking Black.

Stockist: 02 9526 0777

RRP: \$8.95

Website: www.1000hour.com.au



Clean & Fresh Daily Anti-Dandruff Shampoo

Clear Men Scalp Therapy Clean & Fresh Daily Anti-Dandruff Shampoo helps to eliminate dandruff symptoms at the source with pyrithione zinc, the company says. The cleanser will clean the hair and scalp with its active cooling formula that leaves the hair feeling clean and fresh. It is formulated with Nutrium Max 10, a blend of 10 nutrients and botanical actives including ginseng, tea tree, natural mint, vitamins B5 and E, sunflower, soybean, almond and coconut oils to deeply nourish the hair.

Stockist: 1800 019 086

RRP: \$6.49 for 200mL, \$10.49 for 350mL

Website: www.clearhaircare.com.au

Freestyle Naturals - Travel Cushion Brush

Freestyle Naturals - Travel Cushion Brush is a travel-sized hairbrush for short to medium length hair and suited to fine hair through to coarse. It has firm bristles and a contoured shape designed to complement the shape of the head while brushing, the company says. The brush's large size allows for fast styling, its firm bristles smoothing hair from roots to ends.

Stockist: 02 9526 0777

RRP: \$9.99

Website: www.chemcorp.com.au



Eighth Natural Wonder Revitalising Facial Serum from Kosmea

Kosmea **Eighth Natural Wonder Revitalising Facial Serum** is designed as an anti-ageing product with organic rose hip oil for deep hydration and Myoxinol to relax facial muscles and smooth wrinkles, the company says. Pea and green tea extracts are natural antioxidants included to reduce fine lines and help prevent signs of ageing, while rose geranium oil stimulates cell renewal for bright skin. Kosmea recommends the product for all skin types.

Stockist: 1300 130 320

RRP: \$69.95 for 50mL

Website: www.kosmea.com

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The 2015 Amcal and Guardian Retail Conference kicked off on Monday 9 March at Royal Pines on the Gold Coast with record numbers.



Over 30 sponsor booths & exhibits



Over 500 Participants



Over 24 sessions available

- The Conference provides valuable industry insights and allows delegates to engage with fellow pharmacists, suppliers and industry experts from across Australia all in the one place
- In attendance are Brand Ambassadors Rachel Finch and Dr Cindy Pan along with Australian racing champion Craig Williams
- The Conference closes on Wednesday 11 March with a Gala and Awards Dinner celebrating the achievements of store teams nationally

To find out more about Sigma's Retail brands please call 1300 660 439

Introducing Beauty Boutique +

Leveraging shopper insights enabled us to introduce a category leading beauty zone to showcase our core beauty offer within your pharmacy.

Beauty Boutique+

- Signifies our beauty offer
- Includes four core cosmetic brands
- Has a consistent and unique look and feel
- Instantly recognisable in the marketplace
- Easy to shop
- A modular and scalable offer
- Allows for larger footprints to incorporate additional endorsed brands

Beauty Boutique+ will be located in an area of your pharmacy that encourages optimised dwell time and is conducive to browsing. Skincare is a critical part of this section and sits adjacent to the Beauty Boutique+ to create a true destination.

Sigma Launches Iconic new Consultation Space

Sigma has released details of an iconic new consultation space. The modular consultation solution features iconic branding for either Guardian or Amcal and can be retrofitted to any pharmacy. The room enables pharmacists to professionally deliver everything from medication reviews to immunisations, coeliac testing and sleep apnoea. With a range of optional extras like a hands free sink and pathology trolley the room has a patented seating area which converts into a pathology chair or bed. This is a truly iconic, future ready solution for in-pharmacy professional consulting.



Mater Mothers' Hospitals maternity + baby care products



Shop our APP 2015 offer now!

We are delighted to offer **22% off** wholesale list price on all orders from now until 23 March 2015. To shop this great offer, simply click **HERE**

If you are not attending APP 2015, you can still access our great trade offer via the same link – just email or fax us your order.

Be the first to try NEW Mater Nappy Balm

Visit Mater Mothers' Hospitals at **Stand 344** to collect your sample of NEW Mater Nappy Balm.

Mater Nappy Balm is launching into market very soon, and we wanted to give pharmacists the chance to try this product before any other retailer.

Mater Nappy Balm was formulated to closely replicate the vernix – the naturally occurring substance produced in the womb which coats and protects the baby. This unique to market innovation provides more comfort for baby and peace of mind for mum.

The Caring Continues



Visit us at APP 2015 Trade Show Stand 344 and you could **WIN an iPad!** Simply stop by and sign up to our email database to enter.



Exceptional People. Exceptional Care.

Mater Customer Care Team

Phone: 1300 162 837

Email: products@mater.org.au

[facebook.com/matermothers](https://www.facebook.com/matermothers)

www.matermothers.org.au