



BRAY COHEN

BPharm, DipCouns, DipAdultEd
Pioneer of pharmacy and
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integration



Today's issue of PD

Pharmacy Daily today has three pages of news, plus a full page from PharmaSave.

Phcy entrepreneurs

THE three finalist teams in the Pharmacy Guild of Australia's National Student Business Plan Competition, championing creative entrepreneurship, have been named.

From a total of 16 entries the three teams have progressed through the business plan quarter-final and semi-final rounds - they are NaturEd Pharmacy from the University of Auckland, Eye Scream for Eye Screen from the University of Technology Sydney and One Life Pharmacy from the University of Sydney.

Each team was required to produce a business plan, answer online assessments, complete several essay questions and participate in an investor pitch as part of the competition.

The three finalists will next present their pitch live at the Pharmacy Connect conference in Sydney 10 Sep, hoping to take home the \$15,000 in cash prizes as well as support for attendance at the conference.

New Medicines Aust ceo

MEDICINES Australia this morning announced the appointment of Milton Catelin as its new chief executive officer, filling the void left just before Christmas when former ceo Tim James departed (PD 21 Dec 2015).

Lee Hill has been acting ceo in the interim while an international search was conducted.

Catelin will commence his new role from 03 Oct after returning to Australia from the UK.

He has 35 years of experience, including an extensive career in the Australian public service prior to working in Europe for the last 13 years in roles including ceo of London-based government affairs firm International Public Affairs, head of the World Coal Association and Chief of Partnerships & Public Affairs with the United Nations Environment Programme in Geneva.

Medicines Australia chairman Wes Cook said Catelin was a "fantastic appointment," saying he was confident his leadership "will add further strength to our industry and benefit the patients we serve".

Cook also paid tribute to interim ceo Hill, saying he had worked with the Board, secretariat and members to restructure and revitalise the



organisation.

Hill will stay on at Medicines Australia beyond Oct to help finalise the governance and organisational restructure work he has led with the board, Cook said.

\$100m Blackmores net profit - up 115%

BLACKMORES this morning announced its financial results for the year to 30 Jun, with net profit after tax of just over \$100 million.

The company's revenue was \$717 million, up 52%, with a final dividend of \$2.10 per share bringing the full year payout to \$4.10 fully franked.

CEO Christine Holgate said growing consumer demand had seen Blackmores realise further operational benefits, doubling capacity over the year and extending quality standards further into the supply chain.

The "heartland" Australian business delivered \$495m in revenue, reflecting strong growth from domestic consumers and sales to Chinese tourists and exporters.

Holgate said Blackmores was well positioned to deal with industry trends including the growing Asian middle class and volatility in the Australian wholesale market.

SHPA deadlines

MEMBERS of the Society of Hospital Pharmacists of Australia (SHPA) have until next Wednesday 31 Aug to renew their membership and avoid suspension, SHPA has said - [CLICK HERE](#) to renew online.

MEANWHILE the SHPA has invited directors and deputy directors of pharmacy and clinical educators to attend the Residency Symposium on 05 Sep to learn how to support the development of the profession.

[CLICK HERE](#) for registration prior to COB Mon 29 Aug.

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MyHealthTest tick

BIOMEDICAL and healthcare company ITL has been named as one of Australia's most innovative companies, in recognition of its recently launched MyHealthTest direct to consumer pathology testing service (**TD 26 Jul**).

Test kits can be purchased in pharmacy or online, using a finger-prick sample taken at home.

The sample is returned to the lab via regular mail and results are delivered online and can be shared with a doctor.

MHT's first test is the HbA1c test for the diagnosis and monitoring of diabetes, available to pharmacies as well as via the Diabetes NSW website and myhealthtest.com.

The MyHealthTest range is set to expand with new products under development including tests for thyroid disease, prostate cancer and cholesterol.

ABC confirms Swisse deal

THE Australian Broadcasting Corporation has confirmed a new agreement with complementary medicines maker Swisse, which has been named as a Foundation Partner of the ABC's Australia Plus international media service.

Other partners include Monash University and the Victorian state government.

The ABC announcement described Swisse as "Australia's leading natural health brand" and confirmed the Australia Plus service would highlight the work of Swisse and the other partners across its various platforms and media partner networks across Asia.

Swisse ceo Radek Sali said the pact would enable the firm to "take

our message to a number of new regions and audiences...it also gives us the opportunity to learn more about our different consumers needs, so as we launch into new countries we tailor our approach to suit".

The agreement has drawn fire from several quarters including health activist Ken Harvey.

ABC International is a commercial offshoot of the national broadcaster.

Morphine substitute

THE two major clinical shortcomings of morphine use in pain therapy, namely potentially fatal respiratory depression and addiction, appear to have been overcome in a tailor-made substitute product, the result of novel research out of universities in the US and Germany and published in the journal *Nature*.

Dubbed PZM21, this structurally designed product has proven to be at least equally successful as an analgesic but does not cause respiratory depression nor "reinforcing activity" on dopamine reward centres at therapeutic levels in mice, authors state.

Extensive further research will be required before the drug can be tested on humans, the paper said.

CLICK HERE for the study.

Electronic meds data

EMPLOYING a computer-based medication data system was able to prevent admission medication history errors and resultant inpatient order errors, according to a US study published in the *Journal of the American Medical Informatics Association*.

The system was especially effective in preventing errors in older adult patients on multiple medications, the work revealed.

Such electronic systems have the potential to prevent very severe errors, authors said - **CLICK HERE**.

SHPA likes questions

THE Society of Hospital Pharmacists of Australia (SHPA) is supporting the National Prescribing Service's (NPS) Be Medicinewise Week and reminds Australians to "take charge of their medicines" by asking questions of hospital and community pharmacists.

"Asking questions and finding out more information about your medicines is an important element of managing your own health," said SHPA ceo Kristin Michaels.

"Even in the hospital environment consumers and patients should feel comfortable asking for more information about their medicines, and are encouraged to discuss their medicines with their pharmacist," Michaels added.

Did you know that goat's milk contains prebiotic oligos which are structurally closer to breast milk*



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* When compared to standard cow's milk; Source: Urashima and Taufik, 2010.

Study slams patents

MARGINAL developments to drugs are justifying patents allowing for artificially high drug prices in the US, according to a new study in the *Journal of the American Medical Association*.

Brand-name drugs with patents that grant exclusivity account for about 72% of drug spending, even though they are only about 10% of all prescriptions dispensed, with unjustifiable patent extensions based on minor drug form or delivery system changes, the authors claimed.

Healthy Industry Healthy People - CMA

COMPLEMENTARY Medicines Australia (CMA) invites all to attend the almost fully booked 2016 Annual Conference, themed *Healthy Industry Healthy People*, to be held at Doltone House, Jones Bay Wharf in Sydney on 15 Sep.

Topics through the day will examine political issues, marketing and social media, research and evidence, exporting and innovation in the Australian environment.

More than 180 delegates will create outstanding networking opportunities, with the event also including a welcome reception and the Industry Awards Dinner.

CLICK HERE for details.

Win with Dermal Therapy

This week Pharmacy Daily and Dermal Therapy are giving away each day a prize pack worth \$100.

Dermal Therapy is a clinically tested, therapeutic skincare range developed for people who suffer from common skin conditions such dry skin, Eczema, Psoriasis and Dermatitis. Dermal Therapy Platinum Heel Balm has been clinically tested to provide visible results in one day. Each product is formulated with high quality ingredients and has been developed with a concentrated, moisturising emollient base to provide optimum hydration.

To win, be the first pharmacist or pharmacy assistant from WA to send the correct answer to the following question to **comp@pharmacydaily.com.au**

True or false: Dermal Therapy Fungistop is an affordable fungal nail treatment option.

Congratulations to yesterday's winner, Anna Michael from Epic Pharmacy Greenslopes.





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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

THIS sunscreen brings a whole new meaning to getting fried by the sun.

Yes, fried chicken scented sunblock (pictured below) is now a thing, thanks to KFC.

You may smell like you're frying but the fast food company assured consumers that their new 30+ SPF product is the real deal.

"The sun gives us life. But if we're not careful it also gives us painful sunburns. That's why we made KFC's Extra Crispy Sunscreen! Its SPF helps protect your skin while the real fried chicken scent leaves you smelling delicious!" the Colonel explains.

Don't be tempted to go in for a taste test - because they've confirmed that good as it smells, it's definitely not edible!



A MAN lulled into a false sense of security by a relaxing massage chair woke up to find himself cloaked in darkness and locked in a Japanese department store.

With no idea who to call to get him out, he took to Twitter to ask his followers for help.

He tweeted about being trapped inside the Ks Holding electronics store, along with picture of the locked security gates

He then decided to contact the police who let the shop owners know and he was freed.

The manager was reportedly deeply apologetic that no one had noticed the customer snoozing away in the tension busting chair.

DermAid Soft by Ego Pharmaceuticals

DermAid Soft helps to provide fast relief for anyone with dry, sore and itchy skin. The range comes in two preparations – DermAid cream with dissolved hydrocortisone to provide rapid skin penetration and DermAid soft for those with more sensitive skin. Each preparation comes in both one per cent hydrocortisone and a 0.5 per cent hydrocortisone to encompass most skin types including children and those with sensitive skin. DermAid is lanolin-free, paraben-free and chlorocresol-free to reduce potential reaction.

Stockist: 1800 033 706

RRP: from \$6.95 for 30g tube

Website: www.egopharm.com



Colour by TBN Gotham Greys

Colour by TBN **Gotham Greys** is a nail kit that contains five moody nail polish shades inspired by the hard streets of Gotham. The nail polish features scratch-proof, quick to dry, salon quality formulas. Shades include Here

Comes the Bridge, Gaga for Glitter, Black Beauty, Polar Bear and Jail Bird. Whether the scene is loud or gentle, the range of gross to subtle shades across Gotham Greys will match the mood, complimenting any choice of clothing and makeup, from outrageous to simmering.

Stockist: 1300 765 332

RRP: \$9.99

Website: www.colourbytbn.com.au



Inner Health Immune Booster For Adults

Inner Health **Immune Booster for Adults** contains the clinically trialled probiotic strains lactobacillus plantarum (HEAL 9) and Lactobacillus paracasei (8700:2) which when taken daily may boost immune system function, reduce the frequency, severity and duration of colds, reduce the incidence of acquiring more than one cold episode and may reduce the number of sick days due to colds, the company states.

Stockist: 1800 777 648

RRP: \$31.95

Website: www.ethicalnutrients.com.au

All About Eyes Nudes Eyeshadow Palette by Ulta3

With a shade for every occasion, Ulta3's **All About Eyes Nudes Eyeshadow Palette** is complete enough to cover a wide range of mood-setting needs, but compact enough to be an on-the-go travel companion. This beautifully presented essential edit of creamy, pigmented shades in nude hues can carry through from day to night, and everything in between.

Stockist: 1800 181 040

RRP: \$13.95

Website: www.ulta3.com.au



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Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

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Publisher: Bruce Piper info@pharmacydaily.com.au

Reporter: Mal Smith

Contributors: Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

Advertising and Marketing: Magda Herdzik, Sean Harrigan, Melanie Tchakmadjian

advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

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