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Man dies in drug trial

A MAN has died after suffering severe side effects during a drug trial in France, while five other volunteers have been hospitalised.

A private laboratory was testing a new pain medication on humans for the first time, on behalf of Portuguese drugmaker Bial.

Out of the 108 volunteers participating, 90 received the drug in varying dosages and the rest were given placebos.

The trial has been halted and Bial is cooperating with an investigation.

Blackmores formula out

AUSTRALIAN pharmacies will receive more than 80% of supplies of the newly released Blackmores nutritional range of products developed with dairy group Bega.

The product range, flagged late last year (PD 30 Oct 15), was formally launched on the weekend in Sydney by Blackmores ceo Christine Holgate.

"We've developed three Australian made products, formulated with the highest quality, premium ingredients and based on the combined expertise of Blackmores and Bega's subsidiary Tatura," she said.

"Together our companies have more than 180 years of combined experience in nutrition and dairy manufacture which is one of the key reasons our customers trust our quality and ingredients."

Holgate added that the partnership between Blackmores and Bega will be an important additional source of supply for the Australian infant nutrition market and the company's initial focus is on supply to Australian pharmacies so mums have quality advice from a trusted healthcare professional.

Since the China drain on trusted Australian infant formula following

the melamine controversy in 2008 (PD 13 Nov 15) continuous supply of infant formula has been problematic.

"We are conscious of the supply challenges in this category and the Blackmores and Tatura teams will work together to help ensure the continued supply of this range," said Holgate.

The company clarified that the new product range will also be marketed through established retailers in Asia including Alibaba Group's Tmall Global.

Such has been the response to the new Blackmores/Bega formula range that they plan to make about five times more of the products than originally expected, with the combined expertise of the companies helping to ensure a consistent supply chain.

College 25% off deal

THE Australian College of Pharmacy is offering a special deal for new members to encourage joining before 31 Mar this year.

With 25% off the normal price of \$336 for the online learning program, new members will pay only \$252 including GST.

Pharmacists probed

THE Australian Federal Police has taken legal action against the owners of Pharmacy Depot in Hurstville, southern Sydney.

A NSW Supreme Court case alleges the directors and shareholders of the business, Jacob Youssef and Hamza Amni Zoghbi, have made millions of dollars worth of fraudulent PBS claims.

The matter will next appear in court on 16 Feb, with *News Limited* reporting that the pair are expected to defend the civil claim.

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Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **Chris Brycki, the Founder and CEO of Stockspot.**



Don't believe the 'experts'

Stock market analysts are renowned for their alarmist predictions and it can be tempting to let their well-articulated views influence your investment strategy. Sadly, financial news is biased towards these 'noisy' commentators who make outlandish predictions that are rarely correct. Don't forget that their job is to sell research, not make money investing – and research sells best when they have an extreme view.

More times than not, market analysts, commentators and strategists get their predictions horribly wrong. For example, here were 5 predictions from the start of 2013 for where the S&P ASX/200 (Australian share market) would end the year:

Perpetual: 4,700

Orbis: 5,000

JPMorgan: 4,250

NAB: 5,300

Auburn girls high school: 4,800

In 2013 the market actually finished the year at 5,342 which means that the JPMorgan analyst was wrong by 27%, Perpetual by 14% and the school student beat half the so called 'experts'.

The reality is that an analysts actually have no idea where markets are going, so basing your investment decisions on their predictions is likely to harm your wealth.

Next time you're tempted to turn on the financial news channel for investment views, why not switch on the History, Sport or Discovery channel instead. You'll miss this week's stock pundit predictions, but at least you won't be under the illusion that you're getting an investment edge from listening to them.

Priceline ready for future

PRICELINE

Pharmacy's strong retail offering and brand means the business is strongly placed to cope with ongoing change in the pharmacy environment, according to general manager retail operations Lynne Gallucci.

Last Fri Gallucci, pictured right with API national PR manager Gabrielle Tully and head of industry & corporate affairs, Rob Tassie, conducted a tour of Priceline Pharmacy Prahran in Vic, showcasing the latest offerings including free in-store health



check kiosks, beauty advisors, upmarket skincare brands, high margin private label items, private consulting rooms and modern dispensing arrangements.

Gallucci highlighted the expanding range of products which now sees Priceline hold a commanding 40% share of the market, along with the popular Sister Club loyalty scheme.

Priceline was also in the spotlight as the major sponsor of last week's Kooyong tennis classic, with a marquee at the event offering massages, manicures, makeovers and health checks provided by pharmacists Amy Sabatini and Hayley Lambert, pictured left.



Win with MILANI

This week *Pharmacy Daily* and Milani are giving away everyday a prize pack including Transparent Anti-Feathering Lipliner, Tuscan Toast Matte Lipstick and Venice Fierce Foil Eyeshine.

Milani Cosmetics is a cruelty-free brand. They do not test products on animals, nor do they allow others to test on their behalf. The brand is certified by both PETA and The Leaping Bunny Program (CCIC) as cruelty-free. Milani also has a ton of Vegan options also. For more info visit www.milanicosmetics.com.au



To win, be the first from NSW or ACT to send the right answer to the following question to comp@pharmacydaily.com.au

What is posted on the website in the limited edition section?

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DISPENSARY CORNER

BAD hangover? Try fighting it with an IV drip and a cocktail of vitamins next time at Australia's first hangover clinic.

Yes, you heard right. You can now receive medical treatment for your hangover.

If it's a particularly nasty one there's even oxygen treatment on hand.

Don't think you're getting away with it for free though, prices range between \$140 and \$200 at the Sydney-based clinic.

"In as little as 30 minutes, we'll have you off the couch feeling fresh and ready to tackle the day ahead," claims the hangover clinic's website.

"We're just there to make sure people can get on with their day".

Pictured below are patients enjoying a 'Sunday sesh' at the clinic.



IS THIS the most outrageous revenge 'gift' you've heard of?

A woman in China has apparently made a bar of soap from her own body fat so she could send it to her ex lover who dumped her because he thought she was overweight.

Xiaoxiao is claiming she got a hold of her own fat during a liposuction procedure before turning it into soap bars for her ex and his family.

She shared photos of the process and end result is online for the world to see on Chinese social media site Weibo.

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