

Today's issue of PD

Pharmacy Daily today has two pages of news, plus full pages from (**click**):

- Pharmacy 4 Less
- Sigma

Win with Qsilica

Pharmacy Daily is giving away Qsilica's new phytonutrient skin support, Beauty ELIXIR. Be in to win one box of this vegan powder every day this week! Glowing skin isn't just about what you put on it—internal nutrition is also a must for optimal skin function and vitality. Qsilica Beauty ELIXIR contains powerful antioxidants, resveratrol and green tea, and is formulated with vitamins, minerals and plant phytonutrients to protect against free radical damage that can lead to premature ageing. An intensive, therapeutic antioxidant, it also boasts cinnamon and cacao extract to nourish and support the skin daily. Simply add to smoothies, take in water or sprinkle over cereal. Available from Planet Health and selected wholesalers. 1800 001 055.

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

Name three key ingredients in the Qsilica BEAUTY ELIXIR formula.

Congratulations to yesterday's winner, Caronwen Gourlay from MPS Australia.



CMs are effective - CMA

COMPLEMENTARY Medicines Australia (CMA) has expressed disappointment at the "misguided approach" in this week's *Medical Journal of Australia* article dismissing the benefits of complementary medicines (CMs) (**PD** Mon 21 Mar).

CMA ceo Carl Gibson said the article fails to "acknowledge the significant and ever-growing body of research that exists to support these products."

"With two out of three people using complementary medicines, it will be a huge shame for Australian consumers if this type of one-sided approach influences the recognition of the very real contribution that complementary medicines can make to health, wellness and people-centred health care through appropriate integration into health

systems," he added.

In a CMA statement Gibson highlighted recent reports confirming both the efficacy and cost-effectiveness of CMs, especially in the prevention and management of chronic conditions.

"A 2014 Frost & Sullivan report, for example, 'Targeted Use of Complementary Medicines: Potential Health Outcomes and Cost Savings in Australia' shows robust links between several of the more well-known complementary medicines with reduced risk of a secondary disease event among high-risk groups, and with major potential healthcare cost savings."

Gibson said his primary concern around the *MJA* editorial was that such an approach "negates the ability of health professionals to participate in putting the patient at the centre of care by declaring that the use of an entire practice of health management is 'unethical'."

The editorial simply highlights the fact that "some fringe practitioners fall short of the cohesive and integrative approach that will ultimately allow consumers to access complementary medicines in an effective, safe and respectful manner," he said.

VPA urges privacy

THE Victorian Pharmacy Authority has issued a warning to pharmacies about their in-store facilities, saying many pharmacists still do not make adequate arrangements for consumer privacy in their premises.

"Pharmacy is unique in that the profession is practised in full view of the public...the identity of a medicine being supplied or dispensed cannot be known by another client of the pharmacy or pharmacy department, and where this occurs pharmacies are operating in contravention of the *Pharmacy Regulation Act 2010*," the communiqué states.

Privacy-related complaints now comprise a significant proportion of complaints to AHPRA, with the VPA saying adequate arrangements must be in place to ensure confidential discussions, and avoid inadvertent disclosures through the carrying of open baskets with medicines to a remote cash register.

NPS dementia support

ALZHEIMER'S Australia and NPS MedicineWise have partnered together to launch a new campaign to educate and empower people living with a diagnosis of dementia, and the people involved in their care, about their rights when it comes to medicine treatment options associated with dementia.

The project includes resources for health care professionals along with consumer-oriented fact sheets, a booklet, videos and hotline support. **CLICK HERE** to access resources.

Sigma resource centre

SIGMA Pharmaceuticals showcased its new pharmacy Resource Centre at APP last weekend, with an interactive stand featuring a Beauty Boutique, a range of professional services and the Sigma Rewards program. See more details on **page four**.

Bexsero vax all clear

AFTER a period of intense monitoring of reported adverse events associated with Bexsero meningococcal B vaccine, the TGA says there have been no new or unexpected safety issues.

The TGA said it will continue to monitor any suspected AEs.

Arrow, MedAdvisor sign MoU

LISTED health software developer MedAdvisor has signed a new memorandum of understanding with Arrow Pharmaceuticals, with the deal set to see Arrow's team of 30 sales representatives promote MedAdvisor to their customers, including pharmacies and allied health professionals.

"Extending MedAdvisor's pharmacy sales reach through the Arrow Pharmaceuticals channel is another exciting step forward for us, and will help us to build on the success we've already had with attracting pharmacies to the platform," said MedAdvisor ceo Robert Read.

He said almost 30% of Australian pharmacies are now offering the MedAdvisor platform to their customers, "which we believe is a huge win for individuals in terms of managing their medication and influencing better personal health outcomes".

The new Arrow partnership follows last week's launch of MedAdvisor's GP Link program.

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*2016 Consumer Research Report, Probiotics and Vitamins: Usage and Attitudes. Conducted by Celsius Research, Commissioned by Health World. Always read the label. Use only as directed. If symptoms persist consult your healthcare professional. IHP3426 - 03/16



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PROFESSIONAL NATURAL MEDICINES

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Pharmacy DAILY

Wednesday 23 Mar 2016

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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

New Vicks Action Cold & Flu Range - pharmacy only products

Vicks, a pharmacy brand trusted for over 100 years, has launched the Vicks **Action Cold & Flu Range** in Australia, to help treat the many symptoms of cold and flu. Formulated with clinically proven ingredients like paracetamol, phenylephrine and chlorpheniramine, the new range combats blocked nose, headache, runny nose, body aches, sore throat pain and fever. These codeine-free and pseudoephedrine-free products, which include **Day Relief**, **Night Relief**, **Day & Night Relief** and **Nasal Relief** variants, are available exclusively in pharmacies from March, complementing the existing range of Vicks products such as VapoRub, Sinex, Inhaler and VapoDrops.

Stockist: Major pharmaceutical wholesalers

RRP: from \$9.99

Website: www.vicks.com.au



Extra Strength Olive Leaf Extract - from Comvita

Comvita **Extra Strength Olive Leaf Extract** was specifically designed to help maintain a healthy heart and cardiovascular system as it delivers a high concentration of oleuropein and other olive leaf extract phenolics evidenced in the new research, the company states. The product is said to support normal blood pressure and cholesterol levels in healthy individuals and also contains five times the antioxidant activity of vitamin C (as ascorbic acid), based on the ORAC test method. The product can be added to juices, smoothies, protein drinks and appetite control shakes.

Stockist: 1800 466 392

RRP: from \$30.59

Website: www.comvita.com.au



Softsole Express Exfoliating Foot Peel from 1000 Hour

When hardened skin around the soles of the foot become callused, 1000 Hour **Softsole Express Exfoliating Foot Peel** has the answer to restoring soft supple skin and great comfort, especially for those who have to stand on their feet for hours at a time. The Foot Peel is an at-home treatment designed to remove hardened skin from soles of the feet and to soften cracked heels and calluses. The moisturisers and softeners are gentle and soothing to all skin types.

Stockist: 02 9526 0777

RRP: \$8.75

Website: www.1000hour.com.au



QV Face Oil Free Moisturiser - pharmacy only product

QV has developed a lightweight, oil free facial moisturiser specifically formulated to help minimise shine and keep oily and combination skin feeling hydrated and fresh throughout the day. The gentle, calming moisturiser contains vitamin B3 and pro-vitamin B5 to help keep the delicate skin of the face hydrated for 24 hours. **QV Face Oil Free Moisturiser** is Australian made and owned and remains available exclusively from pharmacies.

Stockist: 1800 033 706

RRP: \$16.60

Website: www.qvskincare.com.au



PSA awards open

NOMINATIONS for the 2016 Pharmaceutical Society of Australia Excellence Awards are now open, with categories including the Pharmacist of the Year, Early Career Pharmacist of the Year and the Lifetime Achievement Award.

PSA national president Joe Demarte said the awards "highlight what is great about pharmacy and how pharmacists are striving to make the sector even greater."

He encouraged all pharmacists to participate, with the categories each receiving a Symbion Education Grant worth \$9,000 - forms now online at www.psa.org.au.



DISPENSARY CORNER

JAPANESE farmers in Fukushima prefecture have begun growing produce in polyester "soil" which has been developed to help restore consumer confidence in the wake of the region's 2011 nuclear disaster.

So far a trial run in the Ojima district has seen 2,000 ornamental anthurium plants grown using thin polyester fibres in place of soil, according to a report in the *Asahi Shimbun*.

Although food grown in the region has passed safety tests, there is still widespread concern about radiation which has heavily impacted growers.

The synthetic soil has been developed by a team from Kinki University, with project leader Professor Takahiro Hayashi saying the new method will "help protect Fukushima farmers from harmful rumours that may stem from consumers' concerns over soil contamination".

Local farmers hope it will really catch on, with one saying he has a dream that flowers cultivated in this way will be presented to athletes on the podium at the 2020 Tokyo Olympics.

Pharmacy Daily is Australia's favourite pharmacy industry publication.

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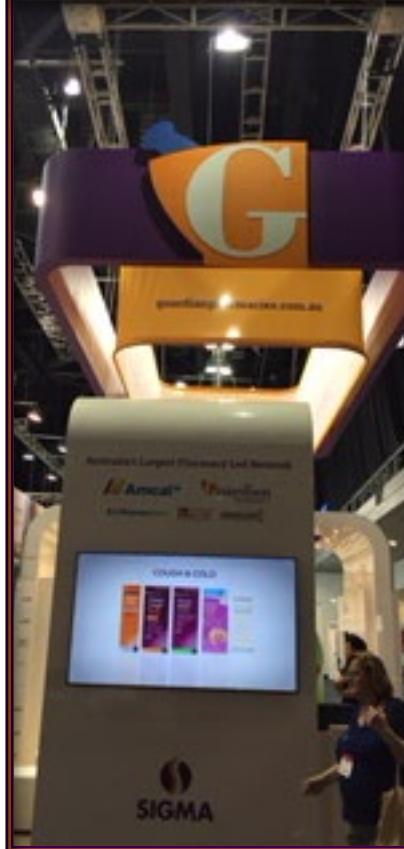
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The Resource Centre app was launched at APP and was shared over 250 times throughout the event!



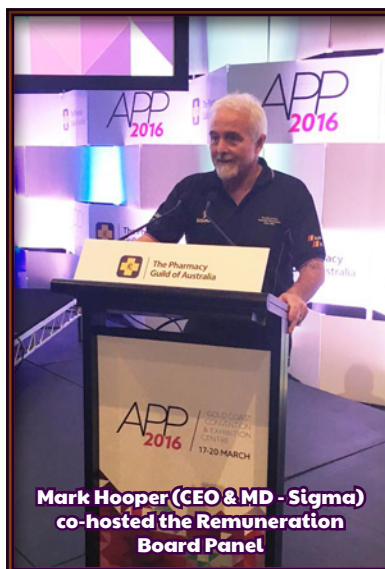
Sigma - Making it easy to be part of Australia's largest pharmacy led network. So whether you want to be part of a brand or you are a large independent group looking for support - we have something for you!

SIGMA SHOWCASES NEW RESOURCE CENTRE AT APP2016

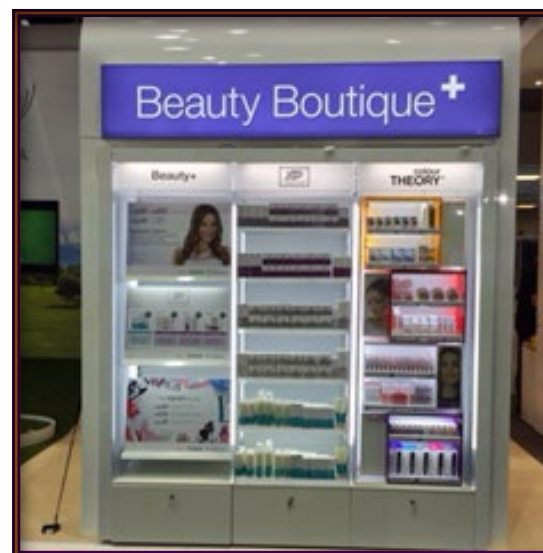
Sigma, a Principle sponsor of Australia's largest pharmacy trade exhibition APP, showcased a new, interactive stand highlighting the Sigma Resource Centre and its huge range of great benefits and features.

The interactive stand included a Beauty Boutique, Pharmacy Care, Professional Services with HbA1c testing and Sigma Rewards. The stand also featured a golf putting green where a hole in one earned participants a fitbit!

With over 700 pharmacies operating under Sigma brands Amcal, Guardian, Discount Drug Stores, Pharmasave and Chemist King, Sigma is the largest pharmacy led network in Australia, investing in professional service programs and data analytics to support the health and wellbeing of all Australian's.



Mark Hooper (CEO & MD - Sigma) co-hosted the Remuneration Board Panel



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