

New Corum chief

LISTED pharmacy software specialist Corum Group has announced the appointment of David Clarke (pictured) to the position of Chief Executive Officer, effective immediately.



Clarke has held the position of Corum Group cfo for four years and has also been acting ceo, with his tenure including operational responsibility for functions within both the pharmacy and e-commerce businesses, including building an improved customer support function for pharmacy.

Outgoing ceo, Peter Wilton, will support David through a transition period and will leave the business in Apr this year after just over a year in the role (PD 14 Mar 2016).

Corum Group directors expressed their gratitude to Wilton for his efforts over the past twelve months, during which he oversaw a period of change and enhancement of existing products, and the commencement of new product development for the pharmacy business.

Clarke said, "This is an exciting time for Corum. We are changing the way we approach our business and apply software technology solutions for our customers.

"We are right on the threshold of a new range of core products in dispense and point-of-sale, as well as market leading reporting and analytics," he promised.

ASMI urges rescheduling

THE Australian Self Medication Industry (ASMI) has issued its pre-Budget submission to the Federal Government, outlining three key health related recommendations.

Firstly, ASMI has suggested the down-scheduling of medicines from prescription to over-the-counter (OTC) with pharmacist consultation being the key enabler.

"A regulatory environment favourable to switch would encourage innovation in OTC medicines and also provide significant savings to the healthcare system," the submission said.

Secondly ASMI would like to see the reduction of restrictions on direct-to-consumer communications for Pharmacist Only (S3) medicines.

ASMI believes that the easing of restrictions surrounding these medicines used to treat every day conditions would be "in the interest of raising consumer awareness of safe and proven therapeutic goods".

Lastly they would like to see the introduction of data and market exclusivity mechanisms to help kick start research and innovation.

"Currently, a limiting factor to investment in innovation is that non-prescription medicines do not benefit from the same level of intellectual property protection as prescription medicines," the document explained.

ASMI says data and market exclusivity would be an incentive

for companies to invest in non-prescription medicines.

The adoption of the ideas would "contribute to reducing Medicare and PBS costs and increase the sustainability of the Australian healthcare system, while also increasing consumer empowerment for improved health outcomes," the group added.

CLICK HERE to view ASMI's entire submission.

Good Price for Bod

bodaustralia

DEVELOPER and distributor of natural, evidence-based skin care and health products, ASX-listed Bod Australia has added the 45-store strong Good Price Pharmacy Warehouse chain as a distribution partner as the company continues its expansion with new channels to market.

Good Price marks the first orders secured by Bod with a pharmacy chain, with in-store sales expected in mid to late Apr, initially across natural medicines Flexofytol and Pinpoint.

With the addition of Good Price, Bod has now amassed distribution with more than 100 pharmacies while discussions with several other banner groups are underway with potential distribution agreements expected to materialise in the coming months.

Bod says it is also making inroads into China with two channels into that market, with the promise of more to come.

Positive Novartis trial

ATCOR Medical has reported positive results from a study to determine the effectiveness of a new drug compound of sacubitril/valsartan to reduce aortic pressure, measured with SphygmoCor XCEL, in elderly patients.

WIN WITH IN ESSENCE

This week, Pharmacy Daily and In Essence are giving readers the chance to win In Essence Skin Therapy Organic Camellia Treatment Oil.

In Essence Skin Therapy Facial Treatment Oils are a luxurious addition to your daily beauty ritual for radiant, healthy skin. The In Essence Organic Camellia Treatment Oil is rich in Oleic Acid, Vitamins A, B and E, and is known to protect from premature ageing and pigmentation. For all skin types, just a few drops of Organic Camellia Treatment Oil will deliver intense hydration to the skin. For more information head to www.inessence.com.au

To win, be the first from WA, SA or NT to send the correct answer to the question to comp@pharmacydaily.com.au

What does the Organic Camellia Treatment Oil protect against?

Congratulations to yesterday's winner, April Pearce from Ayr Hospital.



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Dispensary Corner

SAM Kekovich brings back his Australia Day address – this time for petfood, reports *Mumbrella*.

“Dogs of Australia, don’t let your proprietor buy you anything but Advance Lamb Super Premium Pet Food this Australia Day,” Kekovich (pictured below) says as Advance Australia Fair plays in the background in a replication of his original ad.

“My little Aussie battlers will accept nothing less from me.”

The former footballer warns that serving pets anything else “would be poor form and un-Australian”.

“You deserve the best, no ifs, ands or mutts.”

Now, about your pet lamb...



INJECTIONS made from chocolate could soon be used to increase male libido.

Kisspeptin, a hormone found in chocolate, is being dubbed ‘mental Viagra’.

According to the *Daily Mail*, 29 young men injected with the hormone in a trial study experienced “a flurry of activity” in the parts of the brain activated by arousal and romance.

The researchers now want to assess how the hormone affects women as well as men, with some scientists suggesting that kisspeptin might even work as an antidepressant.

Oh the healing power of chocolate!

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

Wotnot baby wash

An extra gentle cleanser suitable for use from head to toe, Wotnot baby wash cleanses and nourishes delicate skin and hair without removing baby’s natural oils. This baby-skin-gentle wash is enriched with certified organic flaxseed oil, a rich source of health-essential omegas, plus chamomile and vitamin E to soothe, calm, nourish and heal. Get baby’s bedtime off to a soothing start or use as a shower gel or bubble bath for all the family.

Stockist: 1300 767 065
RRP: \$16.99

Website: www.wotnot.com.au



Soulful Organics Student Formula



Soulful Student Formula has been scientifically formulated with 100% Australian milk to support the nutritional needs of students throughout the different life stages of children, aged 3+. With essential vitamins, minerals and amino acids and naturally occurring calcium and life’sDHA, this formula provides a complete profile of

key nutrients for healthy growth, development and mental performance in children.

Stockist: 02 9882 4486

RRP: \$29.99

Website: www.soulfulorganic.com

Pure Vitality Skin Renewing Cream

Kiehl’s chemists proudly introduce **Pure Vitality Skin Renewing Cream**, a 99.6% naturally-derived formula that is the first of its kind to leverage the combined efficacy of two world-renowned wellness ingredients: New Zealand Manuka Honey and Korean Red Ginseng Root. While cocooning the skin in a comforting and nourishing texture, this breakthrough moisturiser helps skin resist hydration loss while also aiding in recovery from existing skin damage, Kiehl’s chemists explain.

Stockist: 1300 651 991

RRP: \$87.00

Website: www.kiehls.com.au



Quick Colour Nail Polish - 30 seconds



No need to wait around for the perfect nude nails, the Designer Brands Limited Edition Quick Colour Nail Polish takes only 30 seconds to set, providing a high quality, glossy and chip resistant finish. Labelled as Australia’s fastest drying nail polish, this DB product contains no formaldehyde, toluene or DBP, is CCF and is Certified Vegan.

The limited edition nude shades come in Stable Sable & Mauvin On Up that suit any outfit, mood and skin tone and is applied with an innovative precision brush that ensures a streak-free application.

Stockist: 1300 765 332

RRP: \$7.99

Website: www.dbcosmetics.com.au

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