



### EBOS hospital vertical integration

EBOS yesterday confirmed a binding agreement for the acquisition of HPS, Australia's largest provider of outsourced



pharmacy services to hospitals (PD breaking news yesterday). Valued at \$154 million, the purchase "both complements and extends

EBOS' existing Australian hospital business and provides a new platform for expansion in this important market," the company said.

HPS's transformational growth over the past five years has seen it provide its pharmacy hospital services to 100 sites with 580 staff.

EBOS ceo Patrick Davies (pictured) said HPS was an important strategic investment "as it provides the Group with a vertically integrated model in a market segment that has attractive long term growth prospects, including the continued introduction of new drugs.

"The acquisition of HPS continues EBOS' history of expansion in both the Australian and New Zealand hospital markets where it is the leading provider of wholesale pharmaceutical services.

"By virtue of this acquisition, EBOS will be the leading provider of outsourced pharmacy services in the Australian hospital sector," Davies added.

The key management of HPS will continue to operate the business under EBOS' ownership, with HPS forming part of the group's Institutional Healthcare business division.

### Pharmacist advice trusted

AUSTRALIANS turn to specialist healthcare professionals for trusted advice about their or their family's wellbeing, with doctors and pharmacists coming out on top in a new *Reader's Digest* survey.

The primary reasons for trusting pharmacists and doctors were their training, education and experience, the respondents said.

The annual study also highlights brands, with Blackmores taking out the Most Trusted Vitamins and Supplements Brand in Australia category for the ninth year running.



Blackmores md for Australia & New Zealand Dave Fenlon said it was an honour that Australians had again placed their trust in Blackmores as part of the *Reader's Digest* annual award.

"Blackmores is committed to earning our consumers' trust by maintaining our leading quality standards, investing in research and offering expert advisory services," said Fenlon.

"We believe that's why Australians have entrusted us with their health and wellbeing for years," he added.

Blackmores also commissioned research by Lonergan Research revealing Australians rank trust in health and wellbeing (ranked number 1) above all other key aspects of their lives, including personal relationships (at position 2) and finances (3).

Of Gen Y participants, 40% said they turn to the internet for health advice, double their Baby Boomer counterparts, while Gen Y are the most likely to turn to online peer-

to-peer sources, blogs or social media for advice when seeking answers or making decisions about their own, or their families' health and wellbeing.

While the GP and pharmacist remain trusted advisors, Fenlon said he was also encouraged by the opportunity that digital platforms provide to encourage and motivate people about their health.

He highlighted the free Blackmores Naturopathic Advisory Service where consumers can speak to a range of qualified naturopaths, including a lactation consultant.

### Canada drug \$ stress

THE Canadian government is looking to amend its drug pricing regulations to better protect Canadians from paying excessive prices for patented drugs, according to a report from the Regulatory Affairs Professionals Society.

Canada says its Patented Medicine Prices Review Board (PMPRB) compares Canada's prices with seven other countries, including the US, to determine if it is over-paying for medications.

Under the new proposal Canada would no longer use US or Switzerland as comparators and would add seven other countries: Australia, Belgium, Japan, Netherlands, Norway, South Korea and Spain.

### Aussies buy Aus-made

IF IT'S Australian made, Australians prefer to buy it where possible, according to a new poll from Roy Morgan research.

More than two thirds of Australians (69.9%) would give preference to buying genuine Australian-made products, the study showed.

### Swisse study starts

SWISSE Wellness has announced that the first female participant is enrolled in the 'Swisse High Strength Cranberry supplementation for prevention of recurrent urinary tract infection trial', which is the first trial under the company's CSIRO strategic Research Agreement signed last year (PD 27 Oct 16).

The trial will run for a two-year period, with 300 participants recruited across sites in both Australia and China.

### Win with australis

This week Pharmacy Daily and Australis are giving away each day a Midas Touch Serum Primer.

Illuminate skin from within with the new Australis Midas Touch Serum Primer that will help you prep and prime skin to achieve a natural and healthy glow. With flecks of gold and a splash of honey, sweep this serum over your face to feel refreshed, hydrated and ready for the day. The water based formula is lightweight and ensures a natural look, and also contains Vitamin E and Gardenia Flora Extract to help soothe and brighten your skin tone. For more information head to [www.australiscosmetics.com.au](http://www.australiscosmetics.com.au).

To win, be the first person from WA to send the correct answer to the question below to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What does it contain?

Congratulations to yesterday's winner, Mirandah Crossett from Department of Health QLD.



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## Dispensary Corner

**VISITORS** to San Francisco are being offered a perhaps not-so-hygienic dining experience, in the form of a pop-up cafe featuring domesticated rats.

The Rat Cafe will be hosted at tourist attraction The San Francisco Dungeon, with guests able to "interact with rats while enjoying a pastry and a coffee," before entering the Dungeon.

"Be forewarned: the fare at this pop-up experience is neither locally grown nor sustainably sourced...guests can sip their coffee while seated at bistro-style tables, nicely draped with red and white gingham tablecloths...all the while surrounded by rats," the promotional blurb announces.

A spokesperson assured patrons the food would be prepared off site and cleared away before the rats are allowed into the room.



**EMOS** and goths can unite for a blackened caffeinated beverage.

Yes that's right - there is now a drink made from activated charcoal which is thought to expel unwanted substances in the body.

The vampire drink is paired with some form of milk to make it palatable and drinkable.



## 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](mailto:newproducts@pharmacydaily.com.au)

### ChapStick Total Hydration 100% Natural Honey & Fresh Citrus

New ChapStick Total Hydration 100% Natural - **Honey Blossom**

**& Fresh Citrus:** with argan oil, natural butters and omegas 6 & 9, combined with beautiful scents your lips are going to love.

ChapStick Total Hydration 100% Natural Honey Blossom & Fresh Citrus is clinically proven for healthier, youthful looking lips.

**Stockist:** 1800 555 057

**RRP:** \$7.99

**Website:** [www.chapstick.com.au](http://www.chapstick.com.au)



### Ladybug Night Light by Dreambaby



A nightlight not only brings comfort but is also a safety item if you need to tend to baby fast, says Dreambaby. Award-winning Dreambaby **Ladybug Battery Operated Night Light** is suitable for children 12 months and older. It brings a sense of comfort and security to bedtime, with

the 'One Touch' on/off operation simple for parents or children to use. Once turned on, the bedroom is gently lit in a warm glow, providing enough light to see and feel the space around the room, yet not bright enough to disturb sleep. It is also economical as it comes with a long-life LED bulb and switches off automatically after 30 mins.

**Stockist:** 02 9386 4000

**RRP:** \$19.95

**Website:** [www.dreambaby.com.au](http://www.dreambaby.com.au)

### All in 1 Perfecting Brush by DB

Designer Brands Cosmetics brings you the wonder brush to replace all your other face brushes in the **All in 1 Perfecting Brush**.

This amazingly versatile tool can be used with liquid or powdered foundations. It can blend out undereye concealer or can apply the perfect contour or bronzer. Use the outer edges of the perfecting brush to apply the perfect amount of blush to the apples of the cheeks or use it to apply the perfect amount of powdered illuminator.

**Stockist:** 1300 765 332

**RRP:** \$14.99

**Website:** [www.dbcosmetics.com.au](http://www.dbcosmetics.com.au)



### 1000 Hour Day to Night Lashes



1000 Hour **Day to Night Lashes** presents as an eyelash pack that contains two pairs of reusable lashes, as well as adhesive glue. With one pair of day lashes and one pair of night lashes, the pack allows for a variety of different looks to carry through from outstanding daytime glamour to intriguing night time exotic. The lashes are reusable, waterproof, just so easy to apply and are

now available in Daring Twist and Exotic Black.

**Stockist:** 02 9526 0777

**RRP:** \$15.99

**Website:** [www.1000hour.com.au](http://www.1000hour.com.au)

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