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Customer satisfaction reigns

CUSTOMER satisfaction for pharmacies nationwide was rated among the highest of all stores measured in the latest Roy Morgan Retail Satisfaction report for Australia.

Three of the top ten spots in the survey were taken out by pharmacies, with Amcal, Chemist Warehouse and Priceline tying, each scoring an impressive 90%.

"The standout performer over the latest six months has been Amcal, who after gaining two percentage points since the September 2010 result," said Norman Morris, Industry Communications Director, Roy Morgan Research.

"Amcal's advertising tagline of 'Better ask an expert' is a more personal and customer focused approach and could be the key to their success in raising the satisfaction of their customers," he added.

The top trio's scores were almost matched by Terry White Chemists which came in at a healthy 89%, and also placed in the top ten spots.

My Chemist (88%), Guardian (88%), Discount Drug Stores (87%), Chemmart (85%) and Soul Pattinson (84%) all fell below the 89% average chemist store in customer satisfaction, but each only scored a few percentage

points less than the leaders.

"Only six percentage points separate all chemist stores surveyed, with Soul Pattinson now placed at the bottom of the chemist store category after its five percent decline in the last 12 months," said Morris.

New Arthritis OTC

A NEW natural over-the-counter arthritis medication, Nagesic Forte, is now available in Australia.

Designed to reduce inflammation and relieve pain, Nagesic Forte's active ingredient is curcumerone, and is claimed to provide relief within two hours of ingestion.

The medication was clinically trialled by Deakin University, and was found to inhibit factors that cause cartilage degeneration and provide symptomatic relief of pain and inflammation.

The added bonus of the product is that it will not cause stomach issues or indigestion, and it will not interfere with kidney function or lift blood pressure.

In addition it can be taken safely with other medicines and pharmaceuticals such as glucosamine without side effects.

Free arthritis seminar

COMMUNITY pharmacist Gerald Quigly is hosting a series of free seminars on Living with Arthritis, for fellow pharmacists, students and the Victorian public.

The first in the series will be held in Hawthorn Town Hall on 13 July, followed by the second on 28 July at St Ambrose Church Hall, Woodend.

For more information visit www.geraldquigley.com or call (03) 8416 0399.

Mental health cuts

THE Federal Government's proposal to cut Medicare rebates for GP mental health services in the 2011-12 Federal Budget is set to come under heavy scrutiny, with the announcement of a Senate Inquiry into the matter.

Under the Govt plan, the GP Mental Healthcare Plan rebate funding will be cut by around \$50.1m for 2011-12 (and by \$306.9m over four years), with cuts to services including the number of allied psychological consultations available to patients from a potential 18 per annum to 10 per annum.

Under the cuts, patient rebates would also be cut by around 50%.

How healthy is your retail offer?

When you work in store everyday it is hard to look at your retail operations objectively. A retail review can help keep your store vital and competitive, drive category sales and keep your staff motivated by challenging them to look beyond what has always been.

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Rowa robots sold

MEDICAL technology company, CareFusion, has agreed to purchase robotic medication storage and retrieval system manufacturer Rowa for US\$150m.

"Combined, we see an opportunity to provide customers outside the US with a complete medication management offering and accelerate our global growth in the retail and hospital pharmacy automation segments," said Kieran Gallahue, CareFusion ceo.

Rowa creates products which enable high-density, high-speed storage and retrieval of pre-packaged pharmaceutical inventory.

CareFusion said it hopes the deal will accelerate its expansion into core hospital customers, whilst also continuing its focus on its retail pharmacy clientele, with Rowa's products to be sold alongside its existing Pyxis range.

What will you pay for 2012?

FEE increases for pharmacists registering next year will be limited to within a CPI rate of 3.3%, according to the Pharmacy Board of Australia's newly released 2012 registration fee schedule.

The 2011-12 year will see the reinstatement of a late registration renewal fee (which was suspended for the first year of the national scheme).

The late registration fee will apply to practitioners who apply to renew during the one month late period under the National Law, and will see them charged an additional 25% of the renewal fee, due to the additional costs to AHPRA of managing late renewals.

Also new for the 2011-2012 year is a Fast Track application fee for pharmacists whose registration has lapsed but who wish to remain in practice.

The Fast Track process is open for a month after the end of the late application period, and will see pharmacists charged an extra 50% of their registration fee on top of their cost of usual registration.

Standard application fees for registration from 01 Jul are as follows: general registration \$155;

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Yervoy approval

THE Therapeutic Goods Administration has approved Yervoy (ipilimumab) 3mg/kg, as a monotherapy for the treatment of patients with unresectable (inoperable) or metastatic melanoma who have failed or are intolerant to prior therapy.

The approval is based on a trial involving 676 patients with previously treated, unresectable Stage IIIc or Stage IV melanoma.

Results of the study showed survival rates at 1 and 2 years for patients treated in the YERVOY arm were 46 percent and 24 percent, respectively, compared to 25 percent and 14 percent at the same time points in the gp100 arm.

Yervoy is the first TGA approved therapy for unresectable or metastatic melanoma to demonstrate a statistically significant improvement in overall survival.

The TGA approval follows hot on the heels of its US approval by the Food and Drug Administration.

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RSVP: 8th July 2011

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Earn CPD Points!

Eye on diabetes

RETINAL thickness may serve as a biomarker for worsening diabetes, according to a study of 606 type 1 diabetes who have suffered with the condition for 50 years or more.

The study, reported at the American Diabetes Association's 71st Scientific Sessions, looked at retinal thickness using optical coherence tomography, and found that patients with increased central retinal thickness were more likely to have diabetic nephropathy separate of glycemic control.

HIV vaccine trial

BIOTECHNOLOGY Company GeoVax has announced a therapeutic trial to test its Geovax vaccine as a treatment for HIV infected people.

Previously trialled on infected non-human primates, the vaccine was found to control viral replication in the absence of anti-viral drugs.

WIN A VITAMIN C SERUM



U Little Beauty has had a make-over!

U Little Beauty are proud to announce that not only have all of their products had a complete package redesign, but have also brought on Australia's favourite girl next door Toni Pearen as the face of the brand.

To promote the new packaging, **U Little Beauty** is giving away a Vitamin C Serum to 10 lucky **Pharmacy Daily** readers.

This very popular serum helps to combat stressed looking skin and wrinkles with a strong concentration of naturally derived Vitamin C which is a natural stimulant of

collagen and is rich in antioxidants.

To win your very own U Little Beauty Vitamin C Serum, simply send in the correct answer to the daily question below to:
comp@pharmacydaily.com.au

U Little Beauty is suitable for _____ skin

First two entries received win!

Hint! Visit www.ulittlebeauty.com.au

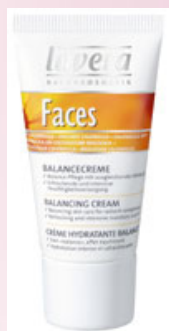
Congratulations to yesterday's lucky winners, **Karen Leslie** from **High Tech Health** and **Elizabeth Gulczynski** of **Visible Results**. The correct answer was Toni Pearen.



Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



Put your best Faces forward

100% vegan, **Lavera's Faces Calendula Balancing Cream** is a moisturiser suited to combination skin. In keeping with the company's philosophy the moisturiser is created using organic ingredients, and its citrus scent smells divine. Key ingredients include calendula, peach and apricot extracts, to hydrate and nourish the skin, whilst Babassu oil, mango seed butter and witch hazel work to mattify skin and reduce oil shine. The addition of Vitamins C and E also lends the product anti-oxidant protection properties. The cream is suitable for use in the morning and evening, however for day wear it does not contain any sunscreen protection.

RRP: \$32.95 (30ml)

Stockist: 03 9357 7161

Detox with the Swiss

Sankom Supplements come as tasty chewable cubes, made from prebiotic dietary fibre. The detox effect is achieved after the chew has been swallowed with 250mls of water. The chew's fibres then grow 10x their normal size to aid with hunger management, by filling the stomach and pressing on the baritric receptors of the stomach wall. These receptors then send a signal of satiation to the brain. The dietary fibres leave the stomach within 1.5 - 2 hours. In addition, the chews work to clean the intestinal wall as they pass through the digestive tract, moving toxins and undigested food remnants through the large intestine and out of the body. Each chew is made in Switzerland and contains 15 calories. The chews are available in a range of flavours, including green tea, cherry and strawberry.

RRP: \$6.95 (50g packet- 6 day travel pack)

Stockist: 02 9798 0586



DISPENSARY CORNER

GOT customers with money to burn?

Well the Zafirro Iridium shaver may be a must order stock item for your store.

Crafted from meteorite metal and topped with blades made from sapphire, the razor retails for a cool AU\$100,000.

For the money, users get a shaver which the makers claim will "last forever".

The blade is sharpened using ionized particles which create an edge around 100 atoms wide (5000 times smaller than the width of a single hair).

As an added bonus, the sapphire blades are hypoallergenic and will never oxidate or corrode.

"We utilised expertise in fields as varied as rocket manufacturing, nanotechnology, and particle physics, to combine some of the rarest, strongest, and most technologically advanced materials in existence," said Hayden Hamilton, CEO of the razor-makers, Bright Light Ventures.

GROWING old in a single day.

A young Chinese couple forked out around \$3000 for a set of photographs which depicted them ageing.

The photos, taken in celebration of their upcoming nuptials, were inspired by lyrics in a Chinese love song which said "The most romantic thing is growing old with you".

To create their ageing process, the couple donned special make-up, dyed their hair and wandered through a park made to look like a forest in 38 degree heat, with a snow machine.

According to their photographer, the couple wanted the photos to look as if the pair were supporting each other through a cold forest.

Asked by his fiancée if he would tire of her as she ages, the man replied "No, my lady, you'll always be my beautiful wife, and I am always your ugly husband."



Age proof your cleanser

Trilogy has launched a new age-fighting cleanser titled **Trilogy Age Proof Active Enzyme Cleansing Cream**. Jam packed with fruit enzymes, the cleanser works to dissolve and break down dead skin cells, whilst helping to rebuild the skin. The addition of papaya enzymes works to even skin tone and lighten brown spots caused by sun exposure, whilst trilogy's ECOCERT surfactant (sulphate free) loosens oils and grease to leave skin gently and thoroughly clean.

RRP: \$39.95 (150ml)

Stockist: 03 9533 1336

Protective shower gel

Pure Therapy's Gentle Soap Free Body Cleanser is designed for sufferers of psoriasis, eczema and dermatitis, as well as those with sensitive skin. The formula gently cleanses the skin without stripping it of moisture or oils or damaging the skin barrier. The Cleanser uses TheraCleanse technology and colloidal oatmeal to not only cleanse, but to moisturise compromised skin types. The added bonus of the formula is that it does not smell or look like a traditional problem skin product, and it is 100% soap free and wholly free from harsh chemicals.

RRP: \$9.95 (60ml), \$14.95 (200ml)

Stockist: 1800 631 283

