

ASMI 2012 CONFERENCE

“FUTURE PROOFING THE CONSUMER HEALTHCARE INDUSTRY”

Waterview Convention Centre, Sydney Olympic Park. Tuesday 13 November 2012

A combination of keynote presentations and panel debates will cover topics such as developing a world class regulatory system in Australia; the changing face of consumer behaviour and the healthcare retailing landscape; the increasing use of technology in the healthcare space, and the latest trends within and outside the consumer healthcare industry that could impact the industry's future.



Future Proofing the Consumer Healthcare Industry will feature an impressive collection of Australian and international key opinion leaders and experts from industry, pharmacy, academia, general practice and government including:

- **Dr John Skerritt**, National Manager of the Therapeutic Goods Administration (TGA)
- **Dr Stewart Jessamine**, Group Manager Corporate, Medsafe NZ
- **John Bronger**, President of the Pharmaceutical Society of Australia - NSW Branch
- **Dr Geoffrey Annison**, Deputy Chief Executive of the Australian Food & Grocery Council (AFGC)
- **George Negus**, legendary TV presenter and journalist
- **David E Webber**, Director-General of the World Self Medication Industry (WSMI)
- **David Skinner**, President of ASMI's sister association, Consumer Health Products Canada

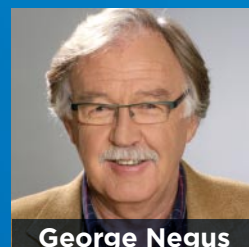
A must for anyone interested in consumer healthcare including marketing, regulatory and sales personnel, government and consumer representatives, advertising/PR agencies, healthcare recruiters, academics and healthcare professionals.



Dr John Skerritt



John Bronger



George Negus



REGISTER NOW!

www.asmi.com.au/events

Today in Pharmacy

TODAY'S Pharmacy Daily features a front page wrap from ASMI detailing its 2012 Conference on Future Proofing the Consumer Healthcare Industry.

Naproxen approval

THE TGA has granted marketing approval for Phebra's Naproxen oral suspension, an alternative to the previously available Naprosyn oral suspension.

Naproxen oral suspension is available in a 500mL bottle, for the relief of pain and the reduction of inflammation occurring in various applications such as arthritis.

MA argues for patents

THE newly announced review into the appropriateness of the extension arrangements for pharmaceutical patents (**PD** yest) should consider the "compelling case to extend the patent life of innovative medicines", according to Medicines Australia.

"Given it takes as long as three years to get a new medicine listed on the PBS, and rejection rates by the PBAC are increasing, it's timely to look at whether patent terms are long enough," said CE of Medicines Australia, Dr Brendan Shaw.

"In light of some of the recent deterioration we have seen in patent protection in some countries, the review provides the opportunity for the Australian Government to give a clear signal about its approach to intellectual property to those countries and to Australian technology companies," Shaw added.

Sigma class action heats up

INVESTORS in Sigma Pharmaceuticals are being urged to express their interest in joining a class action against the company, regarding claims that its management knew about a major write-down of the company's assets during a 2009/10 share issue period.

The case is being backed by litigation funding company Comprehensive Legal Funding LLC, with spokesman Tom Tarasewicz telling **PD** that he believes investors in the offer likely lost more than \$150 million after Sigma's stock price plummeted in late March 2010.

While a significant amount of eligible investors have joined the class action, many others including pharmacists who invested in Sigma shares are also being given the opportunity to participate.

The case moves to mediation next week, and Tarasewicz said time is short for new members to join in the event a successful settlement

agreement can be reached with Sigma.

The Statement of Claim (available for download on the Slater & Gordon website) relates to the period between 07 Sep 2009 and 25 Feb 2010 when Sigma undertook entitlement offerings to raise capital from retail and institutional shareholders.

"We feel good about the class action's prospects," Tarasewicz said.

Tarasewicz noted that investors wanting to take part in the class action have until COB Friday 19 October to indicate their interest, by emailing

sigmapharmaceuticals@slatergordon.com.au or by calling Slater & Gordon at 1800 555 777.

For more details, see the last page of today's issue.

Warehouse win

CHEMIST Warehouse's Mix'90s (now Chemist Warehouse Remix) has won the Australian Commercial Radio Award (ACRA) for 'Best Sales Promotion'.

"With a captive audience of more than one million consumers a week in Chemist Warehouse stores and a growing DAB+ audience (in excess of 1mil) listening on digital radio around Australia, Chemist Warehouse Mix'90s (now Chemist Warehouse Remix) is a game changer," said CEO of Quattro Group, Peter Quattro.

Chemist Warehouse Mix'90s, is a station tailored to females aged between 25-54, which provides in-store radio throughout Chemist Warehouse stores.

Get the power to access every off-patent product on maximum discount.

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and we'll do the same for you.

pharmacy alliance
Your formula for independent strength

Sukin online training

AUSSIE skincare company Sukin has launched a new online training program.

The training is made up of three modules (30 questions) and covers key selling points; original and new products; and brand positioning.

See www.sukinorganics.com/training.asp for details.

WIN A PURE THERAPY GIFT PACK



Every day this week **PD** is giving readers the chance to win a Pure Therapy Gift Pack, valued at \$75, courtesy of **The Purist Company**.

Skin in distress will find a head to toe solution in the Pure Therapy range, especially formulated for severely dry and sensitive skin prone to Eczema, Psoriasis and Dermatitis. For your chance to win, be first to send in the correct answer to the question below to comp@pharmacydaily.com.au

List 3 benefits of the Pure Therapy range?

Hint! Visit www.purist.com

Congratulations to yesterday's winner **Kaylene Miru** of **Health Support Services Gladesville**.

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on (03) 9603 1805 or
joshua.mangan@bdo.com.au



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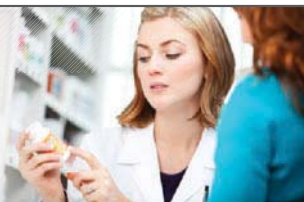
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Health, Beauty and New Products

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.

Safe summer 'sun'

Designer Brands' Self Tanning Body Creme provides users with a natural-looking, glowing tan. As a bonus, users do not have to put up with the nasty scent that usually accompanies self-tanning products, but rather they are left with a subtle hint of frangipani. The product is also enriched with added vitamins to nourish skin as it works, and has a quick drying formulation, making it convenient for quick streak-free application.

RRP: \$14.99

Stockist: 1300 765 332

Website: www.dbcosmetics.com



DISPENSARY CORNER

TEST of strength.

A phone booth in Sanya on southern China's Hainan Island, is doing more than just connecting people, it is in fact helping callers build strong leg, core and arm muscles.

The much-complained about phone booth, forces users to use their muscles whilst making a call due to its location, being built on the edge of a sea wall, meaning that users have to brace their legs and hold onto a bar in order to stay upright whilst chatting.

According to reports, the phone booth's location was selected to allow for maximum use of its road facing side for advertising.



GOING green?

Australian car owner, Tim, is selling what he deems as the 'Ultimate Green Car' on the online auction site eBay.

When people say a product is 'green', eco-friendly usually comes to mind, but rather than being fuel conservative or carbon neutral, the car is instead covered in astro turf.

The 1998 Mitsubishi Magna's unusual decoration, according to Tim, came about to cover up a dodgy paint job.

"It cost about \$500 to do and a lot of work and glue went into it," Tim said.

"We went insane with the amount of glue and cutting we had to do but it worked out really well and everyone always smiles when they see the car," he added.



Ease sore muscles to sleep

BIOCeuticals' new Ultra Muscleeze Night is formulated with sour cherry, a natural source of melatonin to improve sleep efficiency and quality, as well as lactium to reduce stress and promote relaxation when mentally stressed. The formula also includes a well-absorbed form of magnesium for muscles, as well as calcium, choline and inositol to support a healthy nervous system. According to BioCeuticals the product will not only improve sleep quality and efficiency (such as a sound sleep), but it is perfect for those who have trouble sleeping whether it be due to stress, nervous unrest, an overactive mind or muscle cramps and spasms.

RRP: \$46.04 (225g)

Stockist: 1300 650 455

Website: www.biocuticals.com.au

Seal those split ends

TRESemme is helping summer stripped hair back to health with its new **Split Remedy Leave-in Conditioning Spray** and **Split Remedy Split End Sealing Serum**. Both products are formulated with the restructuring complex, polyelectrolyte microgel: a unique formulation of oppositely charged particles. According to TRESemme, since damaged hair is negatively charged, the complex binds the frayed ends by attracting them together with its positive charge. During the drying process the complex contracts, mending split ends and preventing further splitting. Enriched with the restructuring complex, the Conditioning Spray is also designed to weightlessly condition and detangle hair, whilst the Sealing Serum also reduces frizz and seals in shine for a polished finish.

RRP: \$11.49 each

Stockist: 1800 061 027

Website: www.tresemme.com



Vegetarians need vitamins too

Faulding's new Vegetarian Multi is designed specifically for people on a vegetarian diet, as well as women looking to become pregnant. The pharmacy-only Vegetarian Multi assists with general wellbeing, as well as red blood cell health and healthy pregnancy. Key ingredients in the product include iron, folic acid and vitamin B12, which support the health of the red blood cells and assist in maintaining healthy blood.

RRP: \$14.99 (60 tablets)

Stockist: 03 9918 5336

Website: www.faulding.com.au

IMPORTANT NOTICE – REQUIRING ACTION BEFORE C.O.B. 19 OCTOBER

CLASS ACTION AGAINST SIGMA PHARMACEUTICALS LIMITED

***Did you purchase shares in Sigma Pharmaceuticals Ltd (“Sigma”) between
7 September 2009 and 25 February 2010?***

For further information Call 1800 555 777

A securities class action against Sigma was commenced in the Federal Court of Australia in October 2010 (VID 933/2010).

The Federal Court has ordered the matter for mediation, which is scheduled for next week.

The class action is being run by Slater & Gordon with litigation funding provided by Comprehensive Legal Funding LLC (“Comprehensive”). Significant progress has been made in the litigation, including the provision and review of the defendant’s discovered documents.

The proceeding was commenced only on behalf of those investors that acquired an interest in Sigma shares during the Claim Period and who executed a litigation funding agreement with Comprehensive prior to the commencement of proceedings. The group of persons to benefit from the class action was at one stage expanded to include persons who signed a litigation funding agreement after the litigation commenced but before a particular date. That date has since passed (a “Funded Group Member”).

Accordingly, if you are not a Funded Group Member you will not be entitled to participate in any damages distribution in this proceeding (including in the event that the case settles at mediation).

Purpose of this Notice

The purpose of this notice is to inform investors that they might have legal rights, and that those rights might be affected by the class action. Investors will only be eligible to participate in the claim if they acquired an interest in Sigma shares during the claim period.

Investors are not obliged to take any action in response to this notice. If you purchased shares during the claim period but elect not participate in the class action, you will not receive compensation in the proceeding. However, any legal rights you might individually possess against Sigma will not be compromised by you not responding to this bulletin. In other words, if you are not already a group member in the proceeding, and you choose not to take steps to join the represented group, you will retain your rights to bring your own legal proceedings against Sigma if you wish to.

Opportunity to Participate

If you are not currently a Funded Group Member but acquired an interest in Sigma shares during the claim period and would like to participate in the proceeding, please follow the instructions under the section labeled ‘Contact’. Please contact Slater & Gordon no later than Friday, 19 October 2012.

You will be sent an Information Pack containing a Legal Costs Agreement and Litigation Funding Agreement which you will need to execute and return with all relevant trading information.

Persons who return executed documents by 19 October 2012 will be represented at mediation as “Late Funded Group Members,” and all reasonable efforts will be made to include such persons in any settlement. Further, in the event that the proceeding does not settle at mediation, an application will be made to formally include Late Funded Group Members as Funded Group Members in the proceeding. If you return documents to us we will keep you informed as to the outcome of the mediation and, if necessary, the outcome of any application to the Court.

Contact

Please respond without delay to: sigmapharmaceuticals@slatergordon.com.au or Call **1800 555 777**

If possible, please provide a spreadsheet or document containing the following information:

1. The number of Sigma shares held as at 6 September 2009; and
2. In relation to each trade in the relevant period (7 September 2009 to 25 February 2010):
 - Date of trade (contract/trade date not settlement date)
 - Whether Buy/Sell
 - Volume Bought/Sold
 - Price Paid/Received.

Additional Information

For more information go to:

<http://www.slatergordon.com.au/areas-of-practice/victoria/general-legal-services/class-actions/sigma>