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TGA plans OTC ad reforms

THE Therapeutic Goods Administration has outlined proposals to reform the current "pre-approval" system for advertisements for OTC products, as well as improve the efficiency of the complaints handling process.

According to a presentation at last week's CHC advertising seminar by TGA Director, Recalls and Advertising Review, Mick O'Connor, the aim is to create a "robust and effective system of advertising controls" to communicate truth about products and enhance health outcomes for Australians.

Currently the TGA is developing a range of tools to enhance consistency in decisions by its

MLE expo invitation

PHARMACY staff are reminded to register for the upcoming Making Life Easy expo, which will showcase a full range of lift chairs and scooters which can be easily ordered without having to physically keep them in stock.

The trade expo is on 08-14 July at the API head office in Camberwell, Vic, with full details and registration forms available on **pages four** and **five** of today's *Pharmacy Daily*.

"The Times Are A-Changin'"
(Bob Dylan 1964)

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Advertising Services Managers, including a common standard operating procedure and an improved application form for advertising approval.

Claims made in advertising must be consistent with approved indications, and advertisers must hold the "appropriate level of evidence to verify all claims".

CLICK HERE to view the paper.

MA coalition praise

MEDICINES Australia has hailed a commitment by the Federal opposition to reducing red tape and providing policy certainty for medical research in Australia as a vital area of microeconomic reform.

MA ceo Brendan Shaw said that reforming the regulation of R&D and clinical trials "is a key part of developing Australia's future competitiveness in high skill, high wage, innovative industries".

J&J cancer move

JOHNSON & Johnson has announced the purchase of privately held Aragon Pharmaceuticals, which specialises in the development of hormonally based cancer treatments.

The consideration includes an up-front cash payment of US\$650 million plus additional payments of US\$350m based on the achievement of certain milestones.

The acquisition includes Aragon's androgen receptor antagonist program, including its ARN-509 compound which is currently being evaluated in a phase II trial in patients with castration-resistant prostate cancer.

Dr Peter Lebowitz, who's global therapeutic area head, oncology, for J&J's Janssen Research and Development, said ARN-509 complements the company's existing Zytiga medication "and provides the potential for exciting, novel approaches to treat prostate cancer patients".



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or call (02)9563 4900 for further information.

WIN A MOR ESSENTIALS PACK



Every day this week **PD** is giving one lucky reader the chance to win a **MOR Essentials** set.

Each beautiful prize includes a Fragrant Candle, Hand & Body Wash and Hand & Body Lotion in 1 of 5 unique fragrances.

The MOR Essentials collection is designed to embrace everyday quality self indulgence with rich beneficial formulations presented in mesmerising packaging.

To win, simply be the first person to send through the correct answer to the question below to: comp@pharmacydaily.com.au

What five fragrances make up the MOR Essentials Collection?

Congratulations to yesterday's lucky winner, **Jossie Beare** from **Blooms the Chemist Kingaroy**.

Transparency bill review

A **SENATE** Committee review of the Therapeutic Goods Amendment (Pharmaceutical Transparency) Bill 2013 has recommended that it not be passed, because it would "significantly curtail legitimate interactions between therapeutic product suppliers and healthcare professionals".

The private Bill was introduced by Senator Richard Di Natale, with the aim of restricting interactions between pharmaceutical companies and doctors to minimise the opportunity to provide inducements and "unduly influence

prescribing behaviours".

Key proposed provisions included banning payment for doctors to travel or attend education seminars and scientific conferences, banning the sponsorship of educational meetings overseas, and "limiting gifts and lavish hospitality".

It was referred to the committee in March this year, and after receiving evidence and a series of submissions the outcome has been a recommendation not to proceed.

The committee's report, released yesterday, has concluded that "it is appropriate that the relationship between medical practitioners and pharmaceutical companies be regulated through industry codes".

The report also notes that some aspects of the Bill are weaker than the existing Medicines Australia code of conduct, with the committee formally recommending that the Bill not be passed.

Business plan finals

TWELVE teams in the Pharmacy Guild's annual National Student Business Plan competition have been told they will proceed to the quarter final round which will run from 24 Jun-12 Jul.

The successful teams will then progress to the semi-finals where they will compete for a chance to be selected as finalists and take part at the Pharmacy Business Network 2013 in Canberra in Sep.

18 entries were received this year, with the comp sponsored by Blackmores, PDL and Gold Cross.

STOP TYPING



Dodo
(*Rhipinus cucullatus*)

START SCANNING

eRx
script exchange

eRx



26BPX2HGFNGRMT283

Faster Dispensing

eRx means faster dispensing and fewer errors

pac13

PAC13 Update

One of the special focuses the PAC program has in 2013 is catering to the needs of Early Career Pharmacist's (ECPs) and their professional development opportunities.

PSA defines ECPs as any pharmacist within the first ten years of practice since graduating from university.

On Saturday 12 October two sessions of the program will be dedicated to ECP development. The first session featuring Rhonda White, will explain what pharmacy owners are looking for when hiring a new employee and what ECPs need to do to take the next step in their career. After that a personal brand workshop will teach participants how to effectively brand and market themselves with practical tips and advice.

The second session ties everything together and gives ECPs the chance to practice their new skills by working in small groups with current pharmacy owners and industry leaders.

To make PAC more affordable, PSA has created different registration types including options for ECPs. More information on the ECP registration types can be found at www.psa.org.au/pac.

**Pharmaceutical
Society of Australia**

Medicare Locals site

PHARMACISTS are among a range of health professions which feature on a new Medicare Locals website launched by health minister Tanya Plibersek yesterday, which details the range of "important health services being provided by Medicare Locals in their local communities".

The site shows a map of Australia split up into the 61 Medicare Local regions, which can be clicked to show health services provided there and a list of frontline health workers employed by the service.

See www.medicarelocals.gov.au.

www.unitedprestige.com.au
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Bio-Oil

Prestige Premium Deals (United Prestige) legally imports, sells and markets genuine Bio Oil from around the world for sale here in Australia. Prestige announces that Aspen Pharmacare Australia Limited (Aspen) does not endorse, approve or authorise Prestige's importation of Bio Oil and that no agreement exists between Aspen and Prestige stating that Aspen authorises Prestige to sell Bio Oil on its behalf. Prestige confirms that there is an agreement in place which settled Court proceedings between the parties signed in December 2012 between Prestige, Aspen and Geneva Laboratories Limited that all parties executed and as far as United Prestige is concerned has been complied with.

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Avg. Cost per unit - \$13.89 Excl.
(Total Order Value \$333.36)

RRP: \$28.95

\$13.89 per unit

For orders go to direct2pharmacy.com.au
For more info contact enquiries@direct2pharmacy.com.au

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 newproducts@pharmacydaily.com.au

FESS for winter nasal health

FESS products provide nasal care for every member of the family, from newborns to adults. The range includes FESS Children's range; FESS Sensitive Noses; FESS Eucalyptus; FESS Dry Nose Oil; FESS Nasal Gel; and FESS Frequent Flyer. FESS Little Noses Drops are ideal for newborn babies allowing a gentle application into the littlest noses. FESS has recently launched a new system of colour-coded packaging to make it easier for pharmacists to help customers select the right product for their needs.

Stockists: 1800 788 870

RRP: Little Noses Drops or Saline Spray (with aspirator) \$11.95

Website: www.fess.com.au



DISPENSARY CORNER

A DOCTOR in the USA has been found not guilty of negligence, in a lawsuit over a man's eight-month erection.

44-year-old Daniel Metzgar of Newark, Delaware was suing his urologist Thomas Desperito, claiming a botched penile implant procedure led to significant embarrassment and inconvenience.

At the start of the trial Metzgar told jurors he was afflicted with frequent discomfort, including trouble wearing normal clothes.

"I could hardly dance, with an erection poking my partner," he said, adding "It's not something you want to bring out at parties and show to friends".

Eventually another doctor removed the device and installed a replacement implant, but the jury ruled that the original urologist was not negligent based on a technicality.

THERE'S nothing like a baby to boost a family's spending.

And the same principle looks to apply to the entire British economy, with the pending birth of the third in line to the throne estimated to provide a \$400m boost to retailers there.

A huge array of celebratory baby products is already on sale in anticipation of the birth of Prince William and Duchess Kate Middleton's first child next month, ranging from Union Jack booties right through to a cute sleepsuit modelled on a royal Guards uniform, which is available at shops run by the Queen's Royal Collection Trust.

As well as the quirky souvenirs, there's also expected to be a significant knock-on effect as other new parents copy Kate Middleton's choices for her baby.

"One of the biggest factors will be the unintentional royal brand endorsement," said a retail expert, who said the 'Kate effect' would probably have an impact for years on such items as rattles, toys, clothes and more.

Banish winter lips with Carmex

Avoiding dry lips during winter can prove a little tricky. **Carmex Moisturising Lip Balms** are the absolute go-to for keeping lips moisturised and kissable this winter. A favourite for more than 75 years, a Carmex product is sold every 29 seconds in Australia. The newly launched Carmex Moisture Plus ultra hydrating lip balm in Clear, Peach or Pink Sheer Tint can be worn on its own or applied over a coat of your favourite lipstick colour for lip-smacking lovely lips.

Stockists: (07) 5470 2708

RRP: Carmex Moisture Plus \$8.99

Website: www.mycarmex.com.au



New Superfoods from Swisse

Swisse has launched a new range of six innovative 'superfood powders' to meet demand in this growing health and wellness trend. The range of six **Swisse Superfood Powders** includes Digestion, Vitality, Immunity, Cleanse, Beauty and Relax. The superfood powders contain a range of specially-sourced 100% natural ingredients to supercharge your day. Designed to fit into the most hectic lifestyle, they can be added to water, yoghurt, a smoothie or sprinkled on cereal and can be enjoyed by the whole family.

Stockists: 1800 794 773

RRP: \$17.95 - \$29.95 (100 g)

Website: www.swisse.com



Natural pain relief with Soodox

Recurring physical pain is something many people experience every day, and is something Sydney pharmacist Shida Kebriti is all too familiar with. Shida's personal experience with pain led her to develop **Soodox**, her own pain relief cream for arthritis, muscular and joint pain. Soodox is non-greasy and low odour, and contains all natural active ingredients including juniper oil, making it unique from other pain relief creams available. Suitable for sportspeople, seniors and active life-stylers, Soodox comes with a money-back guarantee.

Stockists: 1300 768 868

RRP: \$21.95

Website: www.soodox.com



TRADE EXPO

Making Life Easy



Invitation

The MLE trade expo is your exclusive opportunity to view our entire product range. Our trained staff will be on hand to address your questions about the range, test run some of the products with you, show you how to assemble and use all equipment, answer common consumer questions and answer questions about how you can stock our range and supply your customers with unique items like Lift Chairs & Scooters.

Date: Monday July 8th – Sunday July 14th, 2013

Time: 2 sessions daily: 9:00am – 12:30pm & 1:30pm – 4:30pm

Venue: API Head office, Level 2,
250 Camberwell Rd, Camberwell
Limited places available

Register: Complete the registration form overleaf and fax it to
03 8855 3413 or email mle@api.net.au
or register online at mletradeexpo.eventbrite.com.au

RSVP: Monday 1st July



WIN A Go Go Elite Scooter
valued at \$1499

PLUS – all customers who attend the expo will have the chance to order stock at our exclusive trade expo prices & one lucky pharmacy will WIN a Go Go Elite Scooter.



Registration

Please fax this form to **03 8855 3413** or email it to **mle@api.net.au**
or go to **mletradeexpo.eventbrite.com.au** to register your details online.

Pharmacy Name			
Pharmacy Address			
Suburb		Contact number	

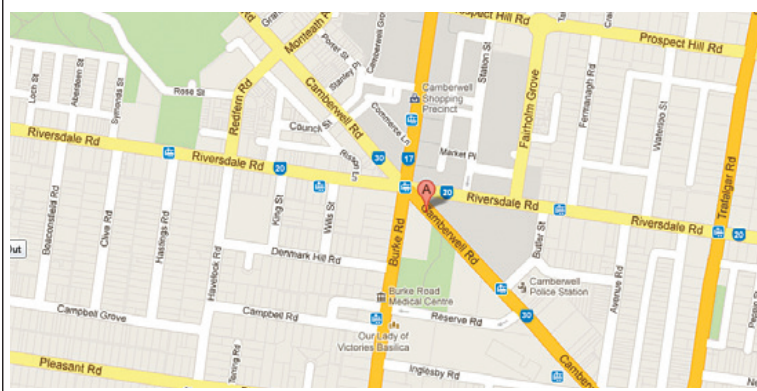
Date & time of attendance

Please select the day and timeslot that you will be attending (if you are sending staff over separate days, please select multiple timeslots).

Monday July 8	9.00 – 12.30 <input type="checkbox"/> 1.30 – 4.30 <input type="checkbox"/>	Number of staff attending	
Tuesday July 9	9.00 – 12.30 <input type="checkbox"/> 1.30 – 4.30 <input type="checkbox"/>	Number of staff attending	
Wednesday July 10	9.00 – 12.30 <input type="checkbox"/> 1.30 – 4.30 <input type="checkbox"/>	Number of staff attending	
Thursday July 11	9.00 – 12.30 <input type="checkbox"/> 1.30 – 4.30 <input type="checkbox"/>	Number of staff attending	
Friday July 12	9.00 – 12.30 <input type="checkbox"/> 1.30 – 4.30 <input type="checkbox"/>	Number of staff attending	
Saturday July 13	9.00 – 12.30 <input type="checkbox"/> 1.30 – 4.30 <input type="checkbox"/>	Number of staff attending	
Sunday July 14	9.00 – 12.30 <input type="checkbox"/> 1.30 – 4.30 <input type="checkbox"/>	Number of staff attending	

Venue

API Head office, Level 2, 250 Camberwell Rd, Camberwell



Getting to API

- It's a 1.7km walk from Camberwell Train Station – head down Burke Rd towards the Camberwell junction then turn left onto Camberwell Rd
- There are bus & tram stops out the front of the main entrance of the building on Camberwell Road
- There is car parking located on the opposite side of the building on Camberwell road off Butler Street
- FREE 2hr parking is also available in the Target car park off Riversdale Road

What's On...

Ever wanted to know more about Lift Chairs & Scooters?

Each day at 9.30am & 1.30pm there will be a 20 minute presentation covering:

- The simple steps to assemble a scooter
- How easy it is to order lift chairs & scooters for your customers without needing to stock them in your pharmacy

Ever wondered what else is in the Making Life Easy range?

Our trade expo will feature our entire product range of over 140 lines!