

Today's issue of PD

Pharmacy Daily today has two pages of news, plus a full page from **Pharmacy 4 Less**.

Complexity of pain

MEDICINES alone are not the most effective way to treat chronic pain and that people managing their pain on a daily basis get the best results, according to a new fact sheet issued by the Pharmacy Guild of Australia and Painaustralia on the eve of National Pain Week 25 – 31 Jul.

National president of the Guild, George Tambassis, said the reality was that while chronic pain may never



be completely cured, it could be managed and there were many self-management strategies that could help patients.

"Most of us experience pain from time to time, but for 20 per cent of people that pain simply doesn't go away," Tambassis said.

"While medicines such as codeine or other opioids are sometimes prescribed for chronic pain, research has shown they are not effective in the longer term, contributing on average to only a 30 per cent reduction in pain."

People actively managing their pain on a daily basis have less disability than those using passive therapies such as medication or surgery, he explained.

Chief executive officer of Painaustralia, Lesley Brydon said it was important for people suffering from chronic pain to learn to manage their pain effectively without relying on medicines.

"Pain medicines come with unwanted side-effects such as nausea, drowsiness, constipation, mood change and difficulty in concentrating," she said.

"This joint fact sheet points out a range of non-medicine measures patients can adopt to help manage chronic pain."

The fact sheet is also available on the Guild website and the Painaustralia website - **CLICK HERE**.

Priceline growing to 440

AUSTRALIAN Pharmaceutical Industries says its Priceline-branded network will reach 440 stores by the end of next month, boosting net numbers by 20 on 2014/15.

In a presentation to investors this week API ceo Stephen Roche highlighted the "sustained growth with momentum" experienced by Priceline, which last year recorded sales in excess of \$1 billion at the register excluding dispensary, with gross profit increasing year on year.

Interestingly, the presentation also revealed that prescription growth through Priceline stores is more than double that of the Pharmaceutical Benefits Scheme, with Priceline dispensary volume up 5.2% compared to the total PBS growth of 2.25% in 2015.

Priceline also grew its market presence in front of shop, with the company boasting a 21% market share in skincare, 43.5% in cosmetics and 40% in beauty accessories according to Aztec/Neilsen figures.

The brand is firmly focused on women and claims a 93% reach among females 18+ in Australia.

Lynne Gallucci, API's general manager retail operations,

also took part in the update, highlighting Priceline's "unique service proposition" which aims to leverage the specialist roles of pharmacists, pharmacy assistants, health advisors and beauty advisors.

She also detailed the Priceline Sister Club loyalty program which now claims 6.1

million members, who on average spend 41% more than non-members.

This year Priceline is rolling out a Next Generation store which builds on the success of the brand and will take it into a "new era of competition," according to Gallucci.

Roche also noted the increasing returns to shareholders as the network grows, with incremental earnings almost tripling if the group expands to 600 stores.



Florida Naloxone

SOME pharmacies in the US state of Florida have begun dispensing opioid overdose medication Naloxone without prescription, after regulations were changed to allow pharmacists to offer the item as a nasal spray or injection.

Florida is the latest state to change its regulations, with just five: Hawaii, Wyoming, Missouri, Kansas and Montana yet to pass a law to improve naloxone access.

How placebos work

POSITIVE expectations around the use of a placebo are mediated by the brain's reward system and lead to effects on an individual's immunity which is, at least partly, mediated by the sympathetic nervous system, according to a new study published in *Nature Medicine*.

The Israeli animal study was able to establish a direct causal relationship between the activity of the ventral tegmental area, which is part of the reward system, and the immune response to bacterial infection.

CLICK HERE for the abstract.

ASMI S3 reform push

IN WELCOMING the news of Sussan Ley's reappointment to the Health Ministry, the Australian Self Medication Industry (ASMI) did not miss the opportunity to push its agenda for regulatory reforms around Pharmacist-Only (Schedule 3) Medicines and the complementary medicines scheduling framework.

ASMI ceo Deon Schoombie said, "These regulatory reforms would stimulate investment and innovation by the non-prescription medicines sector, and take pressure off the already stretched health budget."

"We are eager to maintain momentum on these reforms now the election is behind us and the ministry is confirmed," he added.



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Sheraton on the Park, Sydney

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Blackmoresinstitute.org

Gut health to feature

THE growing gut health epidemic will be a key focus of the 2016 Blackmores Institute Symposium on 13 Aug.

With half of all Australians experiencing some form of digestive problem each year, according to The Gut Foundation, the Symposium will feature one of the world's leading specialists in the field, Dr Nigel Plummer, who will discuss the role of the microbiome in overall health - see advertisement right.





Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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CLICK HERE for details.

Pretty Beach House Stay 3 Pay 2

ENJOY 3 nights for the price of 2 at Pretty Beach House and snuggle up by the beach at this luxurious and romantic guesthouse, indulging in delicious Manfredi cuisine throughout your stay (fully inclusive).

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For this and more **CLICK HERE**.

Alibaba targeting Australia

CHEMIST

Warehouse and Blackmores are among Australian companies leveraging the Chinese online presence of Alibaba

Group, which has announced the establishment of a local office in the coming months.

Alibaba president Michael Evans is leading the international growth strategy for the company as it expands outside of China, and will visit Sydney, Melbourne, Auckland and Wellington this week as part of a roadshow to educate companies on how they can use Alibaba platforms as a gateway to China and other international markets.

"We believe the international growth opportunity for Alibaba Group is enormous," Evans said.

With Chinese consumers' growing demand for quality products coupled with the trusted reputations of both countries, Australian and NZ products are exploding on Alibaba's Tmall Global site, but Evans believes there is still huge potential for more growth.

"Currently, there are 1,300



Australian brands on Tmall and Tmall Global combined, 80% of which entered China for the first time through these platforms."

"In addition to gaining access to China's e-commerce site, they are provided with Alibaba Group's planning, merchandising, sales and marketing solutions to help them grow," Evans added.

Strongest performing categories are mother and baby, supplement, cosmetic, and food and beverage, with other local brands represented including Jurlique, Fonterra, a2 Milk and Penfolds.

Crestor generic tick

SUN Pharma has announced it has received final approval from the US Food and Drug Administration for its generic version of Crestor, rosuvastatin calcium tablets 5mg, 10mg, 20mg and 40mg.

The tablets are therapeutic equivalents of Crestor, which have sales of approximately US\$6.8 billion in the US alone.



Dispensary Corner

SORRY, this one is a little gross.

An American dermatologist has commissioned some special "pimple popping" cupcakes to demonstrate her fondness for treating her patients' acne by releasing pent-up pus.

Dr Sandra Lee, who is also known as "Dr Pimple Popper," asked California bakery Blessed By Baking to create the sweet treats which are filled with cream, surrounded by frosting made to look like inflamed skin (below).

Lee said the fairly disgusting cupcakes look "yummy" and were "made with love," with an associated video demonstrating the correct popping technique online now at [facebook.com](https://www.facebook.com).



HOW about this for fecundity.

An American woman has attracted worldwide attention after last month giving birth to her third set of twins in just over two years.

20-year-old Danesha Couch from Kansas City brought forth her latest daughters, Darla and Delanie - 26 months after her first set of twins were born, Danarius and Desmond in Apr 2014.

Sadly Desmond died after a birth complication, but shortly afterwards Danesha fell pregnant again, giving birth to Delilah and Devina in May last year.

All six babies were conceived naturally and delivered by caesarean section, she said.

Win with SkinB5

This week **Pharmacy Daily** and **SkinB5** are giving away each day a prize pack including Acne Control Extra Strength Tablets, Caplets, Cleansing Mousse, Moisturiser, and 5 Minute Mask.

SkinB5 is an all-natural acne supplement that works from within to eliminate and stop acne on the face and all over the body. The SkinB5 acne treatment system is based on a potent dosage of vitamin B5, which is proven to increase skin health and reduce acne by regulating the skin's production of sebum, or skin oil. See www.skinb5.com for more.

To win, be the first person from SA & NT to send the correct answer to comp@pharmacydaily.com.au

What is the key vitamin that all Acne Control Products contain?

Congratulations to yesterday's winner, Adrian Sung.



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