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- A Brisbane, 8th June**
Hotel Jen, 159 Roma St,
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Novotel Sydney Central, 169/179 Thomas St,
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- C Melbourne, 6th June**
Novotel St Kilda, 16 The Esplanade,
St Kilda, Victoria
- D Launceston, 16th May**
Hotel Grand Chancellor, 29 Cameron St,
Launceston, Tasmania
- E Adelaide, 1st June**
Hotel Grand Chancellor, 65 Hindley St,
Adelaide, South Australia
- F Perth, 11th May**
Mercure Perth, 10 Irwin St,
Perth, Western Australia
- G Auckland 31st July**
Novotel Auckland Ellerslie,
72-112 Greenlane Rd East, Ellerslie
- H Wellington, 1st August**
InterContinental Wellington - 2 Grey St,
Wellington, New Zealand
- I Christchurch, 3rd August**
Novotel Christchurch Cathedral Square,
52 Cathedral Square, Christchurch Central

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Today's issue of PD
Pharmacy Daily today has two pages of news, our regular health & beauty feature plus a front full page wrap from Health World Limited.

Priceline loyalty relaunch

PRICELINE Pharmacy's Sister Club, claimed to be the biggest health and beauty loyalty program in Australia, has relaunched the program with extra benefits for its more than 6.4 million members.



The new arrangement offers three membership levels with highest level 'Pink Diamond' members receiving up to eight free products a year, as well as quarterly monetary rewards, secret sales and other benefits for all members.

Priceline Pharmacy's new ceo Richard Vincent said it was very important to acknowledge and reward its Sister Club members, as this encouraged customers to continually come back and drive brand loyalty.

Sister Club members have a significantly bigger basket size spending on average 46% more than non-members, Vincent said.

"We deliver a customer experience unlike any other retailer in the country through our personalised services with Beauty Advisors and Pharmacists, as well as our extensive range of 18,000 products across both health and beauty, including first-to-market

items and exclusive brands. An aggressive marketing campaign for the updated loyalty scheme launched on the weekend, with ads in major newspapers promising shoppers of health and beauty products at Priceline Pharmacy they would "earn more reward dollars than at Coles or Woolworths".

TWC flu vax demand

TERRYWHITE Chemmart (TWC) has announced it is facing record demand for flu shots across its national network, with the increase being attributed to fears of a bad flu season and vaccinations being made more accessible.

After just over a month of flu vaccination bookings, the group is on track to more than double the number of shots it administers this year, compared to 2016.

TerryWhite Chemmart ceo Anthony White said the group had undertaken a rigorous marketing campaign to educate communities about the service, with pharmacists in all states now able to provide vaccinations for the first time.

"More people than ever are turning to their local pharmacist for flu vaccinations due to the convenience and ease of the service," White said, making specific reference to the popular "walk-in" service as an access-critical demonstration.

Low dairy fad risk

DIETS which cut out dairy food could be a "ticking time bomb" for young people's bone health, warns the National Osteoporosis Society in the UK, the *BBC* reported.

Some eating fads put people's health at risk, the Society said explaining that cutting out dairy can be healthy "if enough calcium is consumed from other sources, such as nuts, seeds and fish".

University of Surrey head of nutritional sciences Professor Susan Lanham-New said, "Diet in early adulthood is so important because by the time we get into our late 20s it is too late to reverse the damage caused by poor diet and nutrient deficiencies and the opportunity to build strong bones has passed."

Ethical Nutrients masterclass

PHARMACISTS and pharmacy staff are being invited to attend a "Retail Master Class" hosted by Ethical Nutrients, with a series of events taking place across Australia and New Zealand from Jun.

Sessions will be held in Brisbane, Sydney, Melbourne Launceston, Adelaide, Perth, Auckland, Wellington and Christchurch, with prizes and give-aways as well as practical advice from successful retailers.

For details see the **cover page** of today's issue of *Pharmacy Daily*.

Superbug fears

THE prospect of a future without effective antibiotics has again been raised on news of the death of an American woman from an untreatable infection with a gram-negative bacterium resistant to all classes of antibiotics.

The article was published in the *MJA* with president of the Australasian Society for Infectious Diseases Professor Cheryl Jones saying this would "profoundly affect all areas of health care, and society".

Visit mja.com.au for the article.

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Willach \$10k pharmacist winner



VICTORIAN pharmacist Julie Tram is celebrating after winning \$10,000 from Willach by entering the company's "lucky USB" competition at APP last month.

Tram dispensed a box from Willach's CONSYS system on display at the conference trade show, providing her a unique code allowing her to register online for her chance to win.

The "no strings attached" competition engaged hundreds of delegates on the Willach stand, letting them experience first hand the ease of dispensing using the

CONSYS technology.

Willach Australia md John Koot, who's **pictured** handing over a large novelty cheque to the lucky winner, said the company was pleased to bring the competition to delegates.

"Thank you to all who visited Willach's stand at APP and congratulations to Julie on taking home a terrific prize," he said.

Orphan submissions

THE Society of Hospital Pharmacists of Australia (SHPA) has broadly supported proposed adjustments to the Therapeutic Goods Administration's (TGA's) Orphan Drug Program in its submission to the TGA consultation.

The consultation document proposes relaxing the "rare disease threshold" to make drugs that are otherwise unviable to market available to as many as 12,000 Australians as opposed to the present 2,000.

Medicines Australia urged a longer exclusivity period than the "arbitrary" 3-6 months for orphan designation to incentivise innovating manufacturers, while the Generic and Biosimilar Medicines Association submission rejects incentivising innovators, proposing instead an alternative funding model where the cost of evaluating orphan drugs is covered by the industry sector that brings the products to market and not shared by the generic and biosimilar sector.

FODMAP training

PHARMACISTS are being invited to attend sessions on "The Low FODMAP Diet in Practice," with seminars to take place in Sydney on Sat 20 May and Brisbane on Sat 03 Jun 2017.

The low FODMAP diet is claimed to provide effective symptom management in up to 70% of people with Irritable Bowel Syndrome (IBS), with the events covering the fundamentals of the diet as well as diagnostic tests and when to recommend it to patients.

IBS affects 10-25% of the population, with research over the last decade identifying fermentable oligosaccharides, disaccharides, monosaccharides and polyols (FODMAPs) as a major trigger for gastrointestinal symptoms in people with the condition.

See fodmapfriendly.com.

Long-term steroids risk

AN AUSTRALIAN review into the monitoring of long-term effects of corticosteroids has renewed a call for clinicians, pharmacists and patients to work together and take preventative steps to minimise risk of bone loss and fracture, particularly in older people.

The findings, published in the *Journal of Pharmacy Practice and Research (JPPR)*, the flagship research publication of the Society of Hospital Pharmacists of Australia (SHPA), advised risk monitoring, vitamin D and calcium supplements and fracture prevention therapy should be considered when oral corticosteroids are used for longer than one month.

Corticosteroids are commonly prescribed to mitigate chronic inflammatory or autoimmune disorders, including rheumatoid arthritis and chronic obstructive pulmonary disease (COPD), among others, the authors explained.

Lead author Dr Kerrie Westaway from the School of Pharmacy and Medical Sciences at the University of South Australia says identifying risks and balancing them with the benefits of treatment is crucial when considering long-term oral corticosteroid therapy.

"Corticosteroids can provide welcome relief, but when taken orally for prolonged periods at prednisolone-equivalent doses greater than 5mg per day, they are associated with a high incidence of bone loss and muscle atrophy and weakness," Westaway wrote.

Australian Department of Veterans' Affairs health data shows many older people are not receiving a bone mineral density test or medicines for osteoporosis prevention when receiving long-term oral corticosteroids.

"To minimise risk of bone fracture, at-risk patients should be promptly identified and preventive measures, including calcium and vitamin D supplements and fracture prevention therapy, should be considered," Westaway added.

CLICK HERE to access the abstract.

Keynote PSA speaker

THE Pharmaceutical Society of Australia (PSA) has announced that internationally recognised innovation pharmacist Dr Tim Hanlon (**pictured**) will deliver a "not-to-be-missed" keynote address at its flagship annual conference PSA17.



Hanlon's keynote address 'Embracing Innovative Solutions to Respond to Increasing Global Pharmaceutical Care Needs' will be presented on Friday, July 28.

As chief pharmacist and clinical director of Pharmacy and Medicines Optimisation at Guy's and St Thomas' Hospital in the UK, Hanlon manages more than 400 staff and develops the role of the consultant and prescribing pharmacist workforce.

WIN WITH LIFESTREAM

This week, Pharmacy Daily and Lifestream are giving away each day 1.25L Lifestream Aloe Vera Juice, valued at \$32.95 RRP.

For optimum digestion, Lifestream Aloe Vera Juice soothes the lining of the stomach and intestines to support smooth and natural digestion. It is 99.7% premium quality aloe and supports the immune system and helps maintain the health of intestinal bacteria. To find out more go to www.Kadac/brands/Lifestream, or www.Lifestream.co.nz.

To win, be the first to send the correct answer to comp@pharmacydaily.com.au

What percentage of Aloe is in Lifestream Aloe Vera Juice?

Check here tomorrow for today's winner.





Dispensary Corner

THE world has welcomed its newest oldest person, after the death of the previous title holder. Jamaican woman Violet Brown (pictured) was born on 10 Mar 1900, making her 117 years and 38 days old.

As well as good genes - her son is aged 97 - Brown attributes her longevity to a diet of "everything except pork and chicken, and I don't drink rum and them things".

Emma Morano, who was the last living person born in the 1800s, died on Sat in Italy, also aged 117.



WOWZAS! A 32 year old woman from Washington State in the US with two vaginas has defied doctors and fallen pregnant.

Krista Schwab never thought she'd be a mum after being diagnosed with uterus didelphys at 12 years of age - meaning the hollow tubes of her uterus failed to join together when she was a child... leading her to have two vaginas, cervixes and wombs.

She and husband Courtney never bothered with contraception after 10 years of miscarriages but after noticing weight gain, she took a pregnancy test and was in shock.

Krista is expecting in the womb that didn't release an egg, leaving doctors scratching their heads about how the egg got there in the first place.

The ecstatic couple will welcome their miracle baby in Aug.

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

Blue Light Tooth Whitening System

Rapid White Blue Light Tooth Whitening System is the first at-home tooth whitening kit with light activated gel technology.

The system helps to achieve whiter, brighter teeth without peroxide to encourage the whitening process to further remove stains. The formula acts in two steps with a dual action whitening technology that whitens teeth shades lighter. The system is clinically proven, Chemcorp International says and a gv battery is included.



Stockist: 02 9526 0777
RRP: \$59.95
Website: www.rapidwhite.com.au

Miracle Sleeping Cream by Garnier



New **Miracle Sleeping Cream** helps de-tire skin and fight the signs of ageing while you sleep. Inspired by the huge trend in sleeping packs in Asia, Miracle Sleeping Cream has the restorative power of a mask

with the lightness of a cream. Sensual, fresh and light, the texture of Miracle Sleeping Cream takes night creams to a whole new level. The intelligent memory-foam texture takes a toning, elastic form, that can hold droplets of oils and active ingredients within the cream's texture.

Stockist: Major wholesalers
RRP: \$19.95
Website: www.garnier.com.au

Dr Lewinns Essential Gems Gift Set

Essentials Gems Mothers' Day gift set contains essential products to moisturise and smooth leaving skin and hands feeling soft and rejuvenated.



The silver clutch cosmetic bag contains Essentials Hand & Nail Cream 100g - a multi-purpose formula, rich in pure aloe and multi-vitamins, providing nourishment and hydration after hands have been immersed in water or exposed to harsh detergents and chemicals, plus Essentials Sensitive Cleansing Milk 200ml - a mild cleansing lotion that gently removes all traces of make-up and impurities.

Stockist: 1800 651 426
RRP: \$34.95
Website: www.drlewinns.com.au

Glide Away Foot File with Nail File



Tweezerman Glide Away Foot File easily glides out, and back in for use at home or on-the-go. This sturdy file features a tiny grooved, multi directional surface which can be used wet or dry to exfoliate the bottoms of feet removing

calluses and dead skin. The foot file easily retracts into its pink case for storage and protection making it ideal for travel. It includes a free folding **Pocket Nail File** with matching pink case/handle.

Stockist: 1800 251 215
RRP: \$22.95
Website: www.datelinecity.com

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