

TGA fake drugs alert

THE Therapeutic Goods Administration (TGA) has posted an alert in relation to Sherb Detox capsules and Slim'xs capsules which some consumers have bought online and which pose a serious risk to health - see tga.gov.au.

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TWC flags transformation

TERRYWHITE Chemmart (TWC) has unveiled its key marketing plans for the next 12 months, with Chief Operating Officer Duncan Phillips saying the period would be an "exciting and transformational time for the group".

Speaking to more than 300 of TWC's key supplier partners at the 2018 Supplier Forum in Melbourne yesterday, Phillips said, "we are resetting our sights on the ambition that brought TerryWhite Chemmart to market in the first place - to become the brand that delivers a differentiated experience for our customers, our members and our suppliers".

Under the plan store formats will evolve to be "more personalised to consumers," leveraging the brand's "trusted" pharmacy health message.

A refreshed marketing approach for 2019 will strongly focus on building customer loyalty, while TWC will also deliver a series of "signature health events" across the year, while focusing on medication adherence with programs integrated into the TerryWhite Chemmart Health app.

Phillips noted that the database of customers in the group's rewards program had grown "exponentially" since its launch in Apr, providing unique opportunities for suppliers to connect with customers.

He said TWC aimed to communicate its customer value



proposition in a meaningful way, building on the strong trust and loyalty developed with customers over the years.

"I believe that as a brand we have permission to converse with Australians about their health in a way that no other pharmacy brand has," Phillips said.

"This permission has been earned... through a history of significant investment in our pharmacist development and focus on patient care," he said.

Phillips is **pictured** above right with TWC CEO Anthony White and EBOS Group Chairman John Cullity.

Amicus launches

UK-BASED Amicus Therapeutics has today confirmed the debut of commercial operations in Australia, along with the addition of its oral precision medicine Galafold (migalastat) on the Life Saving Drugs Program (LDSP).

Galafold is being listed on the LDSP for the long term treatment of Fabry Disease patients aged over 16 with a suitable genetic mutation.

Advancing Practice credentials confirmed

PHARMACISTS in the first round of the Advancing Practice initiative have been notified of their credentials, with the move marking a "new milestone" for the pharmacy leadership program.

A total of 34 applicants from across the country and a variety of practice settings were credentialed as either Stage I Advancing Practice, Stage II Advancing Practice or as an Advanced Practice Pharmacist, conferring the respective postnominals AdvPP(I), AdvPP(II) and Adv. Prac. Pharm.

Pharmacy Development Australia Chair Deirdre Criddle said the detailed portfolio reports provided by applicants provided robust feedback through which pharmacists could build on their practice influence and impact, with international implications because the Advancing Practice Program aligns with FIP goals.

Advisory Board Chair Ian Coombes said the strong response to the program showed Australian pharmacists were enthusiastic about engaging in a formal process of independent evaluation of their portfolio, receiving feedback and recognition for their expertise.

He said Advancing Practice provided an objective mechanism through which a pharmacist could determine their impact on patient care and medicines management.

"Ultimately the process assures Australians and fellow healthcare professionals that improving outcomes for patients is front and centre to all pharmacists' practice."

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Super innovation

GUILDSUPER has flagged the launch of a new “shop-and-save” superannuation program which allows fund members to build their balances by everyday shopping.

Participants can purchase gift cards or eVouchers to spend at hundreds of retailers, with a percentage of every dollar spent going towards their super balance.

The SUPERSUPER program is available without any additional charge - supersuper.com.au.

Dispensary Corner

MENTAL health can clearly become an issue when confined for long periods with another person - and perhaps that was behind an incident at a Russian research station in Antarctica.

Two scientists at the Bellingshausen facility on King George Island passed the time by reading mystery novels - a peaceful enough activity, you might think.

However according to a report from the *Interfax* news agency, the men became embroiled in a confrontation after one of them kept revealing whodunnit to the other before he got to the end.

Sergey Savitsky, 55, has been accused of stabbing his 52-year-old colleague Oleg Beloguzov in the chest, with the older researcher allegedly snapping because “he was fed up with the man telling him the endings of books”.

The pair had been working together for the last four years.

The incident is believed to be the first time a person has been charged with attempted murder in Antarctica.

Alliance opens export outlet

PHARMACY Alliance last week formally opened its new Export Outlet in Sydney, with a grand opening party to celebrate the debut of the dedicated retail space for international business.

Chinese e-commerce partners looking to purchase locally made healthcare, cosmetics and infant care products are being welcomed to the Alliance Pharmacy Export Outlet, which has been specially designed for the convenience of bulk purchasing.

The outlet in the suburb of Granville also offers international delivery on site, with Pharmacy Alliance CEO Simon Reynolds saying the company sees the initiative as an opportunity to bring trusted Australian brands to the international market.

Baby formula, skin care and vitamins are on offer from key brands including Blackmore’s, Nestle Nutritional Formula, Bio



Island Kids Vitamins, Oli6 Goat’s Milk Formula and Natio Skincare, leveraging Pharmacy Alliance’s strong supplier relationships.

Reynolds is **pictured** at the opening celebration cutting the cake with Xing Mao from Australian Health Products Central.

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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CELEBRITY Cruises invites you to Open Your World in Summer onboard the mighty award-winning *Celebrity Solstice* for an exciting season of wonder.

Why not explore the Australian wonder of the world, the Great Barrier Reef out of Sydney for 12 nights from \$2,434 pp.

Discovering your own backyard can be an awe-inspiring experience - see your travel agent & celebritycruises.com.au.

Scenic Irrawaddy Cruise Deal

SCENIC Luxury River Cruises and National Geographic have collaborated to launch an 11-day Irrawaddy cruise.

Sailing from Yangon to Mandalay, the journey will be accompanied by National Geographic Experts Paula Swart and Ken Hammond who will be on hand to share their knowledge of the natural surroundings.

The cruise is priced from \$7,545 per person - consult your travel agent and see scenic.com.au.

Win with SkinB5

This week **Pharmacy Daily** & **SkinB5** are giving away each day the NEW SkinB5’s Clear Skin Superfood Booster valued at \$63.90.

Specifically formulated for acne / blemish prone skin, SkinB5’s Clear Skin Superfood Booster delivers over 63 key skin health ingredients including Vitamins B5, A, C, D, E, minerals, essential fatty acids, amino acids, digestive enzymes, probiotics and prebiotics, Marine Collagen, Australian Organic Hemp protein, Organic Zinc, Maca, probiotics, prebiotics, Turmeric, Ginseng, Ashwaganda, Alkalisng Greens and colourful super fruits. Follow www.facebook.com/skinb5pro for more. Available through Sigma - PDE 301911.

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

What ingredient do you need for Essential skin health nutrients starting with “Z”?

Congratulations to yesterday’s winner, Nancy Tran.

