

### Bio-organics ticked off

**THE** Bio-Organics range of Super Fish Oil products is now endorsed by the National Heart Foundation to carry the 'Heart Health' stamp of approval - with pharmacists urged to capitalise on the move as "another opportunity to engage with premium customers".

The endorsed range includes Super Fish Oil (liquid and capsules) and Super Liquid Fish Oil Heart, with Sanofi Consumer Healthcare spokesman Luke Fitzgerald saying the move follows independent quality testing of the products.

This proved that they always contain a minimum 300mg of combined omega-3 EPA/DHA per dose, always contain the levels outlined on the pack and retain these levels throughout their shelf life without degradation - and they also fully comply with safety levels for heavy metals.

As well as being one of only two fish oil brands to contain the Heart Foundation stamp of approval, Bio-Organics is available exclusively via the pharmacy channel.

Fitzgerald said Sanofi research had shown that Bio-Organics consumers are loyal to their brand and "two thirds will leave a pharmacy if their chosen product is not stocked".

### AACP, ACP and NAPSA unite

**THREE** key pharmacy organisations are now operating under one roof, with the recent relocation of the Australian Association of Consultant Pharmacy, the National Australian Pharmacy Students' Association, and the Australian College of Pharmacy into a new premises near the Canberra CBD.

The move means that more than

10,000 pharmacy professionals are now represented from the one central location, with AACP chair Paul Sinclair saying that economies of scale will "enable all three organisations to better serve their associates and members".

ACP President Trent Twomey said the move cemented the existing close relationship between the College and ACP, while the newly elected NAPSA president Chris Braithwaite added that the association "appreciates the administrative and other assistance generously provided by the College."

### Canesten nails it

**BAYER** has just launched a new pharmacy only product for the treatment of fungal nail infection.

Canesten Fungal Nail Treatment Set claims to treat the condition in six to seven weeks, and the product has been introduced with an online test and treatment support program at [canesten.com.au](http://canesten.com.au).

A new free smartphone app will also debut next month, offering treatment reminders, a weekly interactive photobank showing the progress of treated nails and a pharmacy locator.

Treatment is most often sought by women aged 45 and over, with the new Canesten product working by softening the infected nail so the infection can be removed.

### Prescriber out now

**THE** Aug edition of *Australian Prescriber* is out today, featuring articles on asthma, endometriosis, cystic fibrosis, laboratory tests and more - [australianprescriber.com](http://australianprescriber.com).

### Bronchitol onto PBS

**PHARMAXIS** says today's listing of its Bronchitol (mannitol) on the PBS is a significant breakthrough.

Developed in Australia and now manufactured in Sydney, Bronchitol is a spray-dried form of mannitol which is delivered to the lungs by a specially designed portable inhaler, and the PBS listing is for the treatment of cystic fibrosis in adults and paediatric patients aged over six years, either as add-on therapy to domase alfa or in patients intolerant of or inadequately responsive to domase alfa.

About 3000 Australians suffer from the genetic lung disease.

### API Best Buys

**API** is today encouraging pharmacies to sign up for its Pharmacy Best Buys monthly promotion, which includes branded catalogues and much more - details on **page three** of today's *PD*.

### WIN A KISS & TELL PACK



This week *PD* is giving 10 lucky readers the chance to win a Kiss and Tell pack, courtesy of **Designer Brands**.

Kissable lips is the promise from Designer Brands' Kiss and Tell Collection, it features: Eternal Colour Lipstick, Chubby Lipstick Crayon and Lip & Cheek Rouge.

Purchase any three products from the Kiss & Tell Collection and receive a FREE Cosmetic Bag.

Visit [www.dbcosmetics.com.au](http://www.dbcosmetics.com.au).

For your chance to win, be the first person to send in the correct answer to the daily question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

*Who is the beauty expert in the DB Ad campaign?*

Congratulations to yesterday's lucky winners, **Carolyn Clifford** from Pharmabroker Sales and **Lindsay Scott** of Broken Hill Base Hospital Pharmacy.



### PSA National Intern Training Program

#### Enrolments now open

- » Helping interns pass their pharmacy board exams
- » Ensuring PSA interns are a step ahead of the rest
- » Supporting interns locally
- » Engaging pharmacy's finest to develop and deliver our program.

To enrol [www.psa.org.au/intern](http://www.psa.org.au/intern)  
E: [intern@psa.org.au](mailto:intern@psa.org.au) » P: 1300 369 772

PSA Enabling your future.

### PHARMACIES FOR SALE

#### South-East - Western Australia (#1511)

- \* Single pharmacy town with low overheads
- \* Modern Fit-out
- \* Good Lease with minimal rent
- \* Well serviced with all the necessary amenities

Sales Price \$295,000  
Lorraine Lindgren 1800 670 440  
Email:- [info@ravens.com.au](mailto:info@ravens.com.au)



#### Contract Collapsed! Capricornia Coast, QLD (#1503)

- \* Must sell quickly
- \* Startup pharmacy positioned for growth
- \* Modern & bright
- \* Easily manageable by owner operator
- \* 2 1/2 doctors right next door

Offers close as possible to \$400,000  
Greg Aspeling 1800 670 440  
Email:- [info@ravens.com.au](mailto:info@ravens.com.au)



- > 11,500 members and growing
- > 70% coverage of pharmacies
- > QCPP Approved Refresher Training modules
- > Free to join

pharmacyclub.com.au



pharmacyClub  
learn & earn, online, anytime

## 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](mailto:advertising@pharmacydaily.com.au).

### Paw Paw Plus



Designer Brands is getting in on the paw paw act, having released its own **Paw Paw Plus** ointment. Boasting 8% paw paw extract, the product is also enriched with nourishing Vitamin E, Manuka honey, French grape seed oil, cocoa seed, shea butter, bees wax and jojoba. Perfect for protecting lips in the cooler months, the silky smooth Paw Paw Plus is also great for use on dry skin spots like elbows, or as a general moisturiser. The ointment also helps to minimise scaly skin, and can be used to soothe nappy rash.

RRP: \$4.99 (28g), \$4.99 (Lips), \$8.99 (75g)

Stockist: 1300 765 332

Website: [www.dbcosmetics.com.au](http://www.dbcosmetics.com.au)

### Clarins reshaping your face

Popular French cosmetics company **Clarins** is gearing up to launch its **Shaping Facial Lift Lipodrain Serum** into the Australian market in October. Containing horse chestnut and escin, the serum is said to promote drainage and microcirculation and in doing so reduce aging puffiness. In addition the inclusion of caffeine and baccharis extract promotes the removal of fat, whilst oat sugars help to lift and firm facial features. The serum is also said to promote an ageless looking complexion via the use of alchemilla extract and a Vitamin C extract to aid with hyperpigmentation.

RRP: \$95 (launches 01 October)

Stockist: 02 9663 4277

Website: [www.adorebeauty.com.au](http://www.adorebeauty.com.au)



### Smell like a starry night

The perfume house of **Annick Goutal** has unveiled its latest scent, **Nuit Etoilee** (or roughly translated, Starry Night). Designed to be worn by both men and women the scent is said to be inspired by the evening, with its starry skies, moonlight and cool woody scents. The composition of the scent is comprised of notes of green musky sweetness, roasted almond, tonka beans and sheer jasmine, as well as Siberian pine, sweet orange, balsam fir, citron, everlasting flowers, Angelica seed and peppermint.

RRP: \$150 (launches 01 October)

Stockist: 02 9663 4277

Website: [www.adorebeauty.com.au](http://www.adorebeauty.com.au)

### Get Even brighter with StriVectin

**StriVectin-EV Get Even Brightening Serum** is an all-over-face product for the treatment of mild to moderate age spots, sun damage, sun spots and discolouration. The product works via the use of StriVectin's proprietary niacin molecule, NIA-114, which is said to accelerate and amplify the effects of leading brightening actives for a visible reduction in the size and darkness of age spots, sun spots and dark spots. The product also helps to rebuild skin health and normalise the transfer of pigment, whilst ingredients including Vitamin C and tyrosinase inhibitors regulate the source of dark spots, sun and age spots, resulting in quick and effective de-pigmentation. According to StriVectin, the product provides users with brighter, more even tone within two weeks of use, and greater lightening of spots at four weeks, as well as the return of "youthful radiant skin" in eight weeks.

RRP: \$49 (launches 01 October)

Stockist: 02 9663 4277

Website: [www.adorebeauty.com.au](http://www.adorebeauty.com.au)



## DISPENSARY CORNER

**A NORTHERN Territory** man won't be sitting comfortably for some time, after a fireworks stunt which badly backfired.

The 23-year-old was at a Darwin party on Sat night when he curiously decided to place a firecracker between his bare buttocks and light it.

"What must have seemed to be a great idea at the time has backfired, resulting in the male receiving quite severe and very painful burns to his cheeks, back and private bits," said Senior Sergeant Garry Smith on behalf of the NT Police.

Paramedics were called to the scene, with officials saying that alcohol was a possible factor.

**REMOTE** villagers in Nepal have their livelihood under threat, with harvests of so-called "Himalayan Viagra" apparently declining.

A fungus called Yarsagumba grows from dead moth larvae in the foothills of the Himalayas, and has for many years been highly prized as an aphrodisiac.

It's only found at altitudes above 3500m, with researchers at the University of Massachusetts citing climate change as well as "premature harvesting" for the lowering yields.

Apparently high quality samples sell for more than \$30,000 per kilogram in Kathmandu.

**ANTIVENOM** was definitely not needed in Switzerland this week, when an office building underwent a panic evacuation later linked to a plastic spider.

Police scrambled to the scene after a report that a "giant bird eating spider" had been spotted on a desk.

After workers rushed from the building a dangerous animal expert discovered the fake arachnid, and officers then delivered a 20 minute lecture to the staff on how to tell the difference between real spiders and plastic toys.

# Drive your sales...

and one of your customers could be driving a **NEW CAR!**



Image for illustration purposes only. Prize will be a Holden Cruze CD Hatchback MY13

## LAST DAYS TO SIGN UP

Pharmacy Best Buys is API's proven, low cost, easy to manage monthly promotion with up to 600 pharmacies already benefiting from:

- ✓ **Excellent gross margins and competitive pricing**
- ✓ **Top sellers and market leading brands**
- ✓ **NATIONAL press advertising featuring your pharmacy details**
- ✓ **Catalogue distribution with your name and details exclusively on the cover**
- ✓ **FREE in-store point of sale including posters, price cards, spare catalogues, competition entry forms & wobblers**

### WIN a new car in September

There has never been a better time to join in on the huge success of Pharmacy Best Buys. The September major prize is a Holden Cruze CD Hatchback valued at \$25,100 with 5 state consolation prizes of \$500 Coles Group & Myer Gift Cards. Attract new customers to your pharmacy and encourage your existing customers to spend more!

Don't miss out. With printing and distribution of just \$130\* per 1000 catalogues, Pharmacy Best Buys is the best value program in the market today, that's only 13 cents per catalogue.

To find out more, free of any obligation; please contact your API Business Development Manager or API in your state.

<b>NSW / ACT:</b>	Kay Rice	P (02) 8844 2830
<b>QLD:</b>	Hayley Portsmouth	P (07) 3816 8606
<b>VIC / TAS:</b>	Marcia Ingham	P (03) 9904 0609
<b>SA / NT:</b>	Rosa Carbone	P (08) 8260 9400
<b>WA:</b>	Laura Di Pietro	P (08) 9350 0000

api

+ PHARMACY  
**BESTBUYS**