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## Eylea in the EU

**THE** European Commission has approved Eylea (afibercept solution for injection) at a recommended dose of 2 milligrams. The treatment is initiated with one injection per month for three consecutive doses, followed by one injection every two months.

## Chemmart growth

**CHEMMART** Pharmacies have seen significant (6%) 'like for like' growth in both front of store sales and storewide gross profit. The figures were announced recently at the brand's annual member conference, in front of a record number of attendees (a total of 320 delegates and 32 suppliers). According to Chemmart, the brand is also seeing positive growth in all key metrics, including customer numbers, transaction values and substitution rates.

In addition, the company also has over 2,000 active users on its staff training program and has delivered over thirty thousand training modules to Chemmart Pharmacy staff. Speaking at the conference opening, Jonathan Layton, Chemmart Pharmacy Executive Director, said that since opening its first direct dispense format pharmacy in 2010, the company has totally transformed itself from a traditional community pharmacy brand, to a wellbeing destination in its own right.

"Our aim was to re-define the role pharmacy plays in community health and wellbeing and we have certainly achieved that," he said.

## Mental health report card

**AUSTRALIA** leads the world in progressive mental health policy, but it falls down in delivery, according to the findings of the nation's very first National Report Card into Mental Health and Suicide Prevention.

Undertaken by the National Mental Health Commission (NMHC), the report card took into account the advice and input of those with lived experience, their families and supporters, government, private and non-government service providers, industry leaders and academics.

The report card includes ten recommendations which go to the heart of where "real action" is needed.

These recommendations include: a regular independent survey of peoples experiences and access to all mental health services (which the NMHC has committed to undertake); and increased access to timely and appropriate mental health services and support from 6-8% to 12% of the population.

In addition, the NMRC recommends a reduction of involuntary practices and the minimisation and elimination of the use of seclusion and restraint; as well as making the mental health of Aboriginal and Torres Strait Islander peoples a higher priority; and that all Governments set targets and work together to reduce early death and improve the physical health of people with mental illness.

Other recommendations include the stipulation that there must be the same national commitment to safety and quality of care for mental health services

as there is for general health services; and that there be a stoppage in the practice of discharging people from mental health services into homelessness or unstable homes.

The Government, according to the report card, should also work to increase the employment rates of people with mental illness and pay greater attention to supporting them at work; and should increase access to home based visiting to support families and children.

Final recommendations included an investment in healthy families and communities to increase resilience and reduce the longer term need for crisis services; and the provision of timely local responses and reporting to prevent and reduce suicides, and support those who attempt suicide.

"We couldn't address every issue everyone raised with us, but we believe that the community, service providers and governments need to commit to some ambitious but achievable goals in a range of areas," said Professor Allan Fels, Chair of the NMHC.

## Xarelto on the PBS

**FROM** 01 Dec 2012, Xarelto (rivaroxaban), will become the first oral anticoagulant in 50 years to be listed on the PBS for the treatment of deep vein thrombosis and prevention of recurrent DVT and pulmonary embolism.

## Monash hosts GPEN

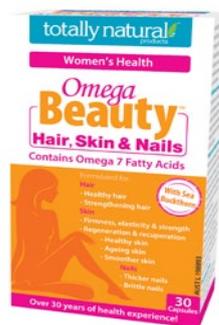
**MONASH** University has been honoured with the job of hosting the 2012 Globalisation of Pharmaceutics Education Network (GPEN) conference.

The event marks the first time in its 16 year history that the conference has been held in the Southern Hemisphere, and will welcome more than 270 guests from 52 universities worldwide.

The conference is designed to foster and facilitate international scientific exchange in the pharmaceutical sciences and will showcase global pharmaceutical research spanning an array of topics from physical pharmacy, pharmaceutical engineering and materials science to computational and modeling approaches in drug formulation and delivery.

**CLICK HERE** for details.

## Want healthy hair, skin and nails?



Every day this week **Pharmacy Daily** is giving three lucky readers the chance to win the new Omega Beauty Hair, Skin and Nails formula (30s), courtesy of **Totally Natural Products**.

Discover our secret for healthy and beautiful looking Hair, Skin & Nails!

The new Omega Beauty Hair, Skin and Nails formula contains Sea Buckthorn Oil rich in Omega 7 Fatty Acids, Colloidal Silica, Biotin and Zinc.

Omega Beauty Hair, Skin & Nails works at a cellular level promoting beautifully

strong hair, healthy skin and strong nails.

Available in 30s RRP \$ 19.95 and 60s RRP \$34.95.

For more information visit [www.totallynatural.com.au](http://www.totallynatural.com.au).

To win simply be one of the first three readers to send the correct answer to the daily question below.

### What sizes Omega Beauty Hair, Skin & Nails available in?

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Congratulations to yesterday's lucky winners, **Hayley Fejer** of **Actegy Health**, **Kelly Healey** from **John Hunter Hospital Pharmacy** and **Jeremy Roach** of **Gladesville Hospital Campus**.

## Pharmacies for Sale

### North Perth - WA (#1547)

- \* Nothing to be spent on fixture & fittings
- \* Good prescription base to the business
- \* The pharmacy would be suited to a hands on owner
- \* Good lease
- \* Attractive area to live and work

Sale Price \$850,000

### North Western suburb of Adelaide (#1548)

- \* Attractive sized turnover
- \* Very good shop lease
- \* Short working hours
- \* Large flexible floor area
- \* Opportunity for an owner operator to increase business

Sale Price \$800,000

### Capricorn Coast - QLD (#1503)

- \* Suit owner/operator
- \* Growth area
- \* Owner wants out
- \* T/o approx \$500K
- \* Great lifestyle

Offers \$250,000 to \$300,000



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## 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).

### Hide the Yuletide excess

With Christmas party season just a few sleeps away, **Designer Brands' Mineral Concealer** may very soon become the best friend of women nation-wide. The creamy concealer comes packaged in a convenient wand tube, meaning that application is very simple, and only requires a few dots of the pen to dispense. From here, the concealer can easily be blended with the index finger into the skin to effectively cover a number of sins including dark circles, spots and tell-tale signs of party induced fatigue. The concealer comes in two shades Natural and Medium.

RRP: \$9.99

Stockist: 02 9817 8731

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



## DISPENSARY CORNER

### SCABS are pretty?

A South African company is releasing a unique calendar for 2013, featuring zombie women.

The calendar sees the attractive 'zombies' don swimsuits and pose lazily on the white sandy sunny shores of a South African beach, replete with rotting flesh and cataracted eyes.

Whilst most fans of the genre have thrown their support behind the calendar, some have however criticised the location, saying it should have been shot in a post-apocalyptic style city not on a beach.

"Instead of looking like they were victims of a zombie attack, it rather looks like they were all in the same car accident," said one fan.



### ADRENALIN spike.

Residents of the Polish town of Zegiestow were shocked to see a large lynx wandering about the town in broad daylight searching for a feed.

The usually solitary big-cat had wandered down from its usual haunt high up in the local mountain range to forage for food, and was snapped wandering the streets during its search for a tasty treat.

"The mountains around here are ideal for the lynx, but this is the first time we've had reports of one entering a human residential area so blatantly," said National park ranger Andrzej Ksiazek.

"It was a Friday afternoon and he doesn't look the slightest bit put off by being so close to humans," he added.



### Forget the Twilight Zone, we're in the Advanced Time Zone

Estee Lauder has promised that its **Advanced Time Zone Age Reversing Moisturiser** range features its most advanced, age-reversing moisturisers ever. According to the company, products are enriched with a Tri-HA Cell Signaling Complex that helps restrengthen skin's natural cellular communication. In addition, new cell signaling molecules included in the formulas mean that the skin's natural production of hyaluronic acid is boosted by 182% in just three days and healthy skin cells are signaled to migrate to the site of damage up to 7x faster.

RRP: \$98 (Advanced Time Zone Age Reversing Line/Wrinkle Creme SPF 15) \$98

(Advanced Time Zone Age Reversing Line/Wrinkle Hydrating Gel), \$110 (Advanced Time Zone Night Age Reversing Line/Wrinkle Creme), \$72 (Advanced Time Zone Reversing Line/Wrinkle Eye Creme)

Stockist: 1800 061 326

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

### Ultrasound your teeth

The **Emmi-dent 6 Professional** is the only tooth-cleaning system in the world to use ultrasound. The system is billed as a 'six-in-one' tooth cleansing system, and works to clean at a micro level; prevent plaque, caries and tartar; preserve the natural enamel and restore teeth to natural white; encourage blood circulation deep in the tissues and blood vessels promote healthy gums; and destroy germs and bacteria that cause caries and other oral infections. To use the Emmi-dent users need to apply toothpaste to the brush and then place the brush lightly over the teeth. From here the brush's bristles channel the ultrasound waves from the transducer directly to the toothpaste, transforming the paste it into millions of microscopic nano bubbles that efficiently penetrate even the smallest gaps between teeth, gum pockets, implants and braces.

RRP: \$235

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



### Wash your face with water

**Bioderma's Crealine H2O** is a cleanser and make-up removing water which is suitable for even sensitive skin types. The product contains a solution of fatty acid esters, both emulgatory and filmogenous, which enable dirt to be emulsified and surface hydrolipidic film to be reconstituted. The great thing about this solution is that it has the consistency of water and is non-foaming, and yet it manages to remove even stubborn make-up. The cleanser is also free of fragrance and alcohol, meaning it is non-irritating and non-drying.

RRP: \$39.95 (250ml)

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