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Sanofi Australia award

SANOFI Australia has been awarded the Culture Sustainability Award at the 14th annual Australian Culture and Leadership national conference in Sydney.

One of only two companies in Sydney and one of four nationally this year to receive the award, the Human Synergistics Culture Sustainability Award is granted to organisations that have previously achieved transformation and sustained a constructive organisational culture.

"As an organisation we've really focused our approach on 'how' we do things, not just 'what' we do," said Sanofi's Director Public Affairs & Communications, Alan Brindell.

"We've introduced internal leadership and development programs that enable our people to understand how their behaviour impacts those around them.

"We continue to maintain an environment where our people can realise their potential and excel in their careers," he added.

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Please contact **Olivia Richardson** on (03) 9603 1840 or olivia.richardson@bdo.com.au



Priceline launches Pinky

PRICELINE has launched Pinky, a bright pink trailer which converts from a beauty parlour to a health check hub, depending on the event.

Pinky's debut coincides with Priceline's involvement with ACP's 30 Days of Fashion and Beauty which takes place through September, of which the pharmacy chain is a Diamond Sponsor.

Pinky's launch campaign will see the full integration of the company's recently re-launched loyalty program, the Priceline Sister Club, which currently boasts more than 3.9 million members.

As such, during September Pinky will act as 'The Sister Clubhouse' where women will be treated to free mini makeovers, gift bags, and beauty demonstrations.

"In today's evolving retail environment, we see customer engagement as a key contributor to differentiating Priceline from our competitors," said Amanda Connors, Priceline's Marketing Director.

"Priceline is committed to women's health and wellbeing and this mobile event hub allows us to take our major marketing initiatives to our customers who live in metropolitan and regional locations in Australia.

"We're extremely excited to have Pinky and I invite women all over the country to visit us when we are in their home town," Connors added.

Pinky's launch was held at Priceline Pharmacy Pakenham on the weekend, and its month long

tour will include 12 stops at locations that include Shepparton, Newcastle, Sydney, Brisbane and Robina on the Gold Coast.



Club Premium at 500

API'S Club Premium has reached 500 members Australia-wide.

The growth has been attributed by Club Premium's Marketing Manager, Rithy Touch, to a strong demand for services relevant to independents in the changing pharmacy landscape.

"Club Premium is the best value program of its kind in Australia and we offer pharmacies a packaged retail solutions program that is normally only available to branded pharmacies," Rithy said.

BioCeuticals appt

THE Chief Scientific Officer of BioCeuticals, Evan Hayes, has been appointed to the Board of Directors of the International Probiotics Association.

IPA is the global voice for probiotics as the majority of the world's producers are members.

UQld CPD survey

THE University of Queensland is conducting a survey on continuing professional development for pharmacists.

To take part in the 10 minute survey, go to www.surveymonkey.com/s/2VWW9D6.

PBS September add-ons

THIS month amoxicillin capsule 250mg has been added to the Pharmaceutical Benefits Scheme, as has azathioprine tablet 50mg, ceftriaxone powder for injection 500mg, clarithromycin tablet 250mg, cyclosporin capsule 25mg, and famotidine tablet 20mg.

For full details of all the September PBS additions and deletions, see www.pbs.gov.au.

Inlyt approval

THE Therapeutic Goods Administration has approved the registration of Pfizer's Inlyt (axitinib), as a second line treatment for patients with metastatic renal cell carcinoma (RCC).

The drug was initially granted orphan status by the TGA in April last year, for advanced RCC.

Inlyta is an oral tyrosine kinase inhibitor targeting vascular endothelial cell growth factor receptors (VEGF)-1, (VEGF)-2 and (VEGF)-3 – which can influence tumour growth, vascular angiogenesis and progression of cancer.

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Bosulif approval

THE US FDA has approved Bosulif (bosutinib) to treat chronic myelogenous leukemia, a blood and bone marrow disease that usually affects older adults.

WIN A BOTANI HAPPY FEET PACK

Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a Happy Feet Pack, valued at over \$65, courtesy of **Botani**.

Botani's happy feet program will keep your feet beautiful and happy, with the Eco-Clear Body Bar (for cleansing), Detox Foot Scrub (exfoliating dead skin), Phytoseptic Anti-Fungal Cream (treatment) and Olivéne Repair Balm (to moisturise and soften).

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.

What skin problems does Olivéne Repair Balm treat?

Hint! Visit www.botani.com.au

Congratulations to yesterday's winner Katy Duldig from The Pharmacy Guild of Australia.



Pharmacies needed in NT

PHARMACIST Rollo Manning has hit out at the outgoing NT Govt's lack of action in supporting efforts to establish Health Board pharmacy businesses in the Northern Territory.

"To read the publicity blurb behind the 'Growth Town' future program of the Henderson Government it appeared that here was the answer," he said.

"At last something would be done to create real jobs in communities through local entrepreneur opportunities.

"But alas nothing happened except an army of bureaucrats hide behind the glossy websites and colourful brochures," he added.

Manning is the architect of the Tiwi Health Board pharmacy business, but says that despite his best efforts to repeat the venture in other towns, he has received no governmental support.

According to Manning, the Northern Territory has one pharmacy to every 7,900 people, compared to the national figure of one pharmacy to every 4,200 people.

"There is the business out there due to the people having a health status recognised as four times worse than non Indigenous Australians," he said.

"A population of 1,000 remote living Aboriginals need the same amount of medicines under the Pharmaceutical benefits Scheme as 4,000 people in mainstream.

"Towns like Maningrida, Wadeye, Galiwin'ku and Jabiru should be able to support their own pharmacy business and I can assure anyone

that there are the pharmacists ready and willing to be a part of such a movement," he added.

Meanwhile, discussing the inclusion of pharmacists in the primary health effort, Manning predicted the move would be welcomed by practitioners.

"A point of sale for all things towards good health would be the location of the pharmacy business," he said.

"A whole Government approach is needed and this includes the Department of Health," he added.

NAPSA Trade Hall

THE upcoming National Australian Pharmacy Students' Association (NAPSA) annual Congress 2013 will feature a Trade and Exhibition Hall.

The move marks the first time in recent history that a trade and exhibition display has been included as part of the education program.

The Congress will be held in Hobart from 24-30 January 2013.

See www.napsa.org.au.

BBQ for prostate health

THE Prostate Cancer Foundation of Australia's (PCFA) Big Aussie Barbie campaign kicked off this September, during International Prostate Cancer Awareness Month.

To promote the campaign, the PCFA has enlisted well known Aussies including celebrity chef Ben O'Donoghue, actor Les Hill, former Test cricketer Matthew Hayden and NRL stars Michael Ennis and Ben Ross, to encourage individuals, businesses and local communities to join the fight against prostate cancer by hosting a fundraising barbecue.

To learn how to be a part of the action visit the Big Barbie website at www.bigaussiebarbie.com.au.

FDA approves Xtandi

THE US Food and Drug Administration has approved Xtandi (enzalutamide) to treat men with late-stage (metastatic) castration-resistant prostate cancer that has spread or recurred, even with medical or surgical therapy to minimise testosterone.

See fda.gov.

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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.

Prime yourself for radiance

Laura Mercier's new **Radiance Foundation Primer** features a universal pearl tint to create a soft-focus effect to help minimise the look of imperfections with a radiant finish. The formula is designed to prepare and smoothe skin, to create an even surface for make-up application. The Primer also helps make-up stay longer and stay colour-true. Key ingredients in the Primer include hydrating jojoba oil, and vitamins A, C and E. The formula is also boosted with a high water content to help keep skin feeling fresh. The Primer can be applied over moisturiser or onto clean skin before the application of tinted moisturiser or foundation.

RRP: \$45

Stockist: 02 9663 4277

Website: www.adorebeauty.com.au



Feed your lashes, they're hungry

Designer Brands is coming to the aid of those with frail and undersized eye-lashes with its **LashFOOD**. The formula is said to make lashes appear 25% darker, stronger, thicker and longer in just 4-6 weeks. LashFOOD combines multi-peptides and antioxidants to strengthen lashes, as well as Vitamin B5 to moisturise and repair lashes. In addition, the formula features Vitamin A, to keep lashes soft and luscious. The product can also be used to prime lashes for mascara.

RRP: \$19.95

Stockist: 1300 765 332

Website: www.dbcosmetics.com.au

BioOrganics offers you a tri-shield

BioOrganics has launched a new product, **Krill Oil + Glucosamine**, which it claims offers a tri-shield advantage, with its combination of krill oil, glucosamine and fish oil. According to BioOrganics, the high-potency formula offers relief from arthritic symptoms in a short period of 7-14 days, by helping to reduce joint inflammation and stiffness. In addition the product's glucosamine helps protect against cartilage breakdown to help maintain its structure and function for improved joint mobility, whilst fish oil contains omega-3 levels to meet the adequate daily intake for both men and women. The company has also said that its krill oil is sustainably sourced from the pristine waters of Antarctica.

RRP: \$42.95

Stockist: 1800 451 453

Website: www.bio-organics.com.au



Say goodbye to sticky white sunscreen

Banana Boat has created a new **Clear Spray sunscreen range**. Perfect for the upcoming summer season, the range is no-mess, and banishes the greasy, white sunscreen slicked skin look. Each product in the range provides SPF 30+, sprays on clear, is four hours water resistant, and dries fast with no rubbing required. In addition the range comes with a recommendation from the Skin Cancer Foundation, and provides broad spectrum UVA/UVB protection. The range includes Kids, Sports and Ultra options.

RRP: \$16.49 (Sports, Ultra and Kids options)

Stockist: 1800 810 310

Website: www.bananaboat.com.au



DISPENSARY CORNER

BWARE of mice.

Commuters using London's Underground tube have been warned to beware of mice attacks.

The sign, which was photographed by tube users, read: "Pay Attention. The mice at this station have been attacking customers. Please place the bottom of your trousers into your socks to avoid being a victim of the Farringdon mice".

Several passengers contacted transport authorities to find out how much danger the mice posed, only to be told that the signs were in fact the result of a very elaborate joke.

MUST have taken his vitamins.

A freestyle soccer champion, Andrew Henderson, has taken his sporting prowess to even higher levels, having scored the highest ever goal at England's Wembley Stadium.

To achieve his feat, Henderson was attached to a 200 metre long zip wire 30 metres in the air, travelling at 40kms/hr, as he controlled the soccer ball, positioned it and kicked it into the goal on his second attempt.

"This was definitely the most extreme freestyling I've ever done - it was so fast, with an incredible view of the pitch," Henderson told reporters.

"It wasn't easy trying to score but I managed to build up my confidence each time I went down the wire.

"Scoring a goal at Wembley while shooting across the pitch 30 metres in the air is the ultimate thrill," he added.



Sky high soccer