



November 17, 2009

Vicki,

And the winner is
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And the winner is

The 2009 Australian Self-Medication Industry (ASMI) Awards were presented by the Parliamentary Secretary for Health, the Hon Mark Butler MP, during the conference dinner held in Sydney last week.

The winners included:

- Best launch of a consumer healthcare product : Johnson & Johnson Pacific, for its Listerine Total Care.
- Winner for the Best advertising/promotional campaign (including relaunch) for an existing consumer healthcare product: Bayer Healthcare, Canesten for its 'Multi-cultured Foot' Campaign.
- Best self care program: Nycomed for Somac's 'Make Heartburn History' campaign.
- Best sales force initiative - grocery and/or pharmacy: Reckitt Benckiser for its '2009 Pharmacy Winter Sell-in Kit'.

• Best PR initiative award: Reckitt Benckiser together with Edelman PR agency for 'Manage Pain - effectively, safely, responsibly (codeine education program)'. The Gold, Silver and Bronze Industry Pulse excellence in services and sales initiative in 2009 went to Sanofi Aventis, Ego Pharmaceuticals and Reckitt Benckiser respectively.

During the same night, ASMI's President, Ralf Dahmen, received an honorary life Membership while ASMI Executive Director, Juliet Seifert, was also acknowledged for her 20 years contribution and dedication to the organisation.



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PPF Governor's Dinner

The annual Governor's Dinner was held by the Pharmacy Practice Foundation at the University of Sydney last week with Medals of Excellence being awarded to three long serving members of the Australian pharmaceutical community.

Respected pharmacist and President of the Australian Pharmacy Council, Elizabeth Frost, was awarded the Merck Sharp & Dohme (Australia) Medal of Excellence in Pharmacy Practice for her valuable contributions throughout her career. A registered pharmacist since 1964, Ms Frost was the first female president in the history of the NSW Pharmacy Board.

Pharmacy academic Dr Jennifer Gowan was awarded the Sanofi aventis Medal of Excellence in Pharmacy Practice, while Pharmaceutical Defence Ltd National Chairman, John Coppock received the Pharmacy Practice Foundation Medal of Excellence (Industry).

The Chairman of Medibank Private Limited, Paul McClintock was guest of honour at the Governor's Dinner, which was held at the Great Hall at the University of Sydney.

His speech, titled 'Health Reform's New Order - Doom or Dawn for Pharmacy?' painted a tough but optimistic view of pharmacies future.

"As a profession you have a huge advantage going into this new world, with an extraordinary high level of respect from the community," Mr McClintock said.

Diabetes type 2 DVD

Diabetes Tasmania and the National Prescribing Service (NPS) are launching an educational DVD to assist people living with type 2 diabetes entitled Diabetes, Medicines and Me - getting the mix right.

The DVD is the first educational audio-visual product that addresses medicines use issues in relation to type 2 diabetes.

With this year's theme Diabetes education and prevention, the launch was timed to coincide with World Diabetes Day on Monday November 16.

The DVD comprises 11 topics covering key information to help people manage type 2 diabetes with each individual segment to be downloaded from the Diabetes

Tasmania and NPS websites. The DVD will also be made available in Cantonese, Mandarin and German.



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Soap2GO

New Soap2GO is a travel-friendly paper soap range of personal care products, perfect for on-the-go cleansing anywhere, anytime. Compact, convenient and easy-to-use, Soap2GO only needs water added to the pleasantly fragranced, wafer-thin soap sheets to instantly transform into a thick lather. No

mess, no fuss and no waste - each sheet delivers the perfect amount of product required to do the job and are also biodegradable and safe for the environment. Available in five personal care options - Anti-Bacterial Hand Wash, Body Wash (apple and rainforest fragrances), Shampoo and Conditioner - Soap2GO comes in a virtually weightless and compact flip-top case of 30 single-use sheets.

Soap2GO Anti-Bacterial Hand Soap comes with a refreshing ocean scent fragrance that delivers hygienic protection in a non-drying formulation that is gentle-to-the-skin.

Soap2GO Body Wash is available in two fragrances Fresh Rainforest and Luscious Apple. One sheet of the foaming Soap2GO Shampoo formulation delivers the perfect amount of product required to thoroughly cleanse hair with Soap2Go Conditioner to add a silky finish. All Soap2GO products come with a RRP of \$2.99 each. For stockist information call: 02 9979 3811 or visit: www.ultimatum.com.au.

Retail Pharmacy

Take advantage of the opportunity to be featured in the December/January issue of *Retail Pharmacy*.

Women's health: Women contribute to the vast majority of sales within a pharmacy, but how much do you really know about women's health? This article will look at common women's health problems, covering topics such as menstruation, thrush, menopause, and stress.

Weight loss: There is nothing like slipping into swimwear to encourage weight loss! This article will look at motivations for losing weight this summer and cover weight management strategies - how can pharmacy staff support their patients weight loss goals throughout the traditional 'binge' season?

Summer skin: Last month we looked at ways to minimise sun exposure. This month we explore ways to treat skin if it does get damaged. This article will cover soothing balms and gels for sun burns, moisturising lotions for wind-stung skin, as well as treatment for minor wounds and insect bites that may occur in the summer months.

Early years - Ear care: Infants ears are very delicate and it is important they are cleaned regularly and gently. This article will look at ear hygiene for infants and young children.

Business - POS: What's the point of 'point of sale'? This feature will explore the latest POS software and technology to uncover how an effective POS system can benefit every area of your retail business.

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