

Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is **Clint Dowdell**, skincare and beauty expert at **HiLife Health and Beauty**.

The Natural Solution

In an ever growing socially and environmentally conscious climate, we find ourselves needing to provide options for change, and not just on carbon reform.

The educated consumer is hearing about all sorts of environmental and political battles and it's no wonder that by the time they enter the store, they want something that is safe and leaves them without guilt.

For many this is quickly becoming a shift to natural products.

The move towards "clean" products has seen a surge in people not wanting to contaminate their skin with parabens and other potentially harmful preservatives that have been linked to cancer and other medical ailments.

The other concern is the economy and the need to support our local brands and distributors.

So Australian made and owned has become an increasingly important addition to the checklist of shoppers.

Brands like Nude by Nature are able to tick both boxes, providing natural and naturally derived alternatives to the typically chemical laden cosmetics and skin care of the big major brands.

The fact that it is locally produced and 100% Australian owned has help lift this brand from a minor mineral brand to major contender in the beauty industry.

The message is clear, sometimes to get out of trouble you have to go back to nature.



Landmark for iTherapeutics

20,000 Australian pharmacy staff have signed up to iTherapeutics in the three years since its launch.

Celebrating its third birthday this month, the company confirmed that it serves the educational needs of staffers from 4,070 stores (80% of retail pharmacy stores across Australia), with staff from over 131 pharmacy groups so far having completed 225,000 training sessions on 70 different products from 35 participating brands.

Surgeon gets a guide

A NEW 3D image guidance tool, AccuTrack, has been approved by Health Canada to aid surgeons in making critical decision making.

AccuTrack is an ergonomic lightweight probe which allows surgeons to quickly and accurately localize target anatomy before; and at any time during a neurosurgical procedure.

To celebrate its birthday milestones, the company has launched a new and improved website, which features: an improved navigation and search feature for accessing over 75 product education modules, and an updated Member's Area highlighting the training status against every product education module (e.g. completed, in progress, not attempted).

Other improvements include more user-friendly identification of product modules offering rewards, and the ability to print a report of all completed modules at any point. See www.itherapeutics.com.au.

Taking the sting out

THE American FDA has approved the first treatment in the U.S. especially for the sting of the Centruroides scorpion.



DISPENSARY CORNER

WHO doesn't love Lego?

NASA is hoping to inspire a love of science in millions of children (and the young at heart), by connecting space exploration with Lego.

As part of its plan, NASA commissioned three tiny Lego crew members to "man" the helm of its space probe Juno, which is soon to leave earth for Jupiter.

The Lego crew each stand 1.5 inches tall, and include Galileo, and the Roman God Jupiter and his wife Juno.

Measuring 20-yards wide, the probe will protect its Lego crew members from the radiation thick clouds of Jupiter via half-inch thick walls of titanium.

The probe itself is set to reach Jupiter in 2016, with a mission of discovering exactly what Jupiter and its atmosphere are made from.

DON'T try this at home?

A 31-year old Swedish man, Richard Handl, is facing serious prison time, after his unusual hobby was discovered by police.

Handl, an avid armchair scientist, was trying to split atoms in his kitchen when police stormed through his door to arrest him for possession of nuclear material.

According to reports Handl had been trying for months to split the atom, having set up a make-shift nuclear reactor in his home, and using stores of radium, americium and uranium.

Fellow armchair scientists followed his experiments via Handl's blog, and authorities were only alerted to what was going on when Handl realised what he might be doing was illegal and sent a question to Sweden's Radiation Authority—who got the police on the case.

If he is convicted Handl will spend up to two years in prison.

As for his dream, Handl told media "from now on, I will stick to the theory".

WIN A GAIA BODYCARE PACK



Pharmacy Daily has teamed up with **GAIA** this week and is giving away Bodycare packs to five lucky readers.

Each pack is valued at \$59.80 and contains two body washes and two body moisturisers.

GAIA Bodycare soap-free washes and skin-softening moisturisers contain natural and organic ingredients for naturally soft, beautifully health skin every day.

Australian made and owned, GAIA Bodycare has been specially formulated for the skincare needs of women and comes to us from the makers of GAIA Natural Baby. Contact National Pharmacy Manager Rebecca for opening order deals and special offers: m:0418 293 366 or rebecca@rebles.com.au



For your chance to win this fantastic GAIA Bodycare pack, go to the website: www.gaiaskinnaturals.com then:

In 25 words or less tell us why you stock GAIA Bodycare products – or why you should!

Email your answer to the question above by COB on Friday to: comp@pharmacydaily.com.au

Five most creative entries will win this great prize and their names will be announced in PD on Monday 15th Aug.