

COLOUR-CODED TABS: Easier to read and easier to follow. The new ASA newsletter will now include colour-coded tabs to help you find the section you are interested in. More about each tab is explained below:

ASA news & updates Updates, news, upgrades & personal messages from ASA.

Marketing Marketing tips & suggestions from some of the industry leaders. They are here to help your compounding business grow.

Industry news Stay up to date with the latest news, rules & regulations from the compounding industry.

Compounding corner Formulas, tips, discussion & pharmaceutical articles, everything for the compounder.

Special of the month Regular specials and discounts from ASA. Don't miss out, they don't last long!

Special of the month



Save over 25% when purchasing Troche Moulds 30 Cavity until the end of February!

Featured product: Troche Moulds 30 Cavity

Product: Troche Mould 30 Cavity
(Blue: 7300-030B, Pink: 7300-030P, Clear: 7300-030C)

Priced at only **\$0.85 each**, you save 15% with us and **save over 25%** compared to our competitors!

Promotion runs until the end of Feb.



Questions & Answers?

Share your thoughts with us and receive a free gift (as per description below).

Please send us any suggestions or ideas via email. We will send you a free gift. In this issue, you

get a **300g transdermal cream base, free of charge!**

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ASA Pharmaceuticals news

ASA Pharmaceuticals — pharmaceutical, medical, dental & veterinary wholesale distributor

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ASA news & updates

New year — new look, new ideas!

From everyone at ASA, we would like to wish you, your family and your staff a very Happy New Year!

Welcome to the new look ASA News. Here at ASA Pharmaceuticals we strive to help you as much as we can in your compounding practices. For this reason we have changed the format of our newsletter to give you more practical information you can use to grow your business. The ASA News will be your free guide to what's happening in the compounding industry and provide you with new tips, techniques and formulations. Our customers are important to us and we value your input. On the back page you will notice a new feedback section which we strongly urge you to utilise to assist us in providing valuable newsletter content.

In each edition of the ASA News we will provide you with a FREE formula or compounding pearl you will be able to use in your pharmacy and promote to local GPs. This edition we have provided a great article on neutralising Carbopol gels.

ASA is a relatively new player in the industry and we encourage you to compare our prices to our competitors. You will be pleasantly surprised with the amount of money you could save. Give us a call or arrange a meeting and let us go through exactly what we can provide your business. We are always here to listen.

On top of our low prices there will also be the usual specials so keep an eye out for some incredible bargains!

We hope to hear your feedback on how we can help you further.

Andrew Rowe
Marketing Manager
ASA Pharmaceuticals

In this issue

Discount of the month!
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Troche moulds are here and they come in many bright & vibrant colours! Discounted only for the months of January to February — do not miss out!

Article: "Educate your doctors and reap the rewards" Page 2

We will take you step by step and help you achieve those sales that are just waiting to happen!

Things to look out for in 2010 Page 3

See what the new year has planned for ASA Pharmaceuticals.

Pearl of the month: Neutralising Carbopol gels Page 3

Every month we are giving away formulas!

Free gift: 300g Transdermal cream base Page 4

Share your thoughts with us & get a free gift!

Educate your doctors and reap the rewards

by Andrew Rowe

In Australia pharmaceutical compounding is an ever growing market which can be very profitable for retail pharmacies. Make 2010 a year to maximise growth and profitability in your compounding pharmacy!

Though most doctors would be aware of compounding and what it is, many may not fully recognise the extent of its resurgence over the past few years and what many pharmacists are now capable of. In today's market dominated by mass manufactured products, GP's are often under the impression that there is always an off the shelf drug available to suit all patients. This is not always the case.

As a compounding pharmacist, you would know that the benefit of compounding ensures that the drug is catered to the individual needs of a patient. It is now the role of the pharmacist to inform and educate their local GP of the services they can provide and alert them to the availability of compounded medications. You may have heard this referred to as the Pharmacist, Physician, and Patient triad.

When marketing their compounding services to doctors there are five common mistakes that pharmacists make, according to the article "How to effectively market customised medications to doctors and the public" (2009) by Much More Marketing:

1. Trying to see the doctor without an appointment

Most doctors are very busy and it is generally not a good idea to drop in on a GP without having made an appointment. On the off chance you are able to wait and see them you will most probably be rushed through your presentation resulting in very little achieved. Ask to arrange a time during breakfast, lunch or over a coffee so you are able to sit down and gain the full attention of your audience.

2. Trying to talk more about yourself, your compounds and your pharmacy than you are about their practice

Go to meeting with two questions to answer which Doctors are most interested in knowing the answers to; firstly "Why are you there?" and secondly "What can you do to help them?" A pharmacist should always start with the doctor first, find out what they do and what they need and then talk about what compounds they can offer that will suit them.

3. Giving them lists of too many compounds.

Giving a Doctor a large list of compounds they do not understand or do not know how to write will not help you at all. Start small with the most useful compounds and gradually introduce more as they become confident in prescribing them.

4. No easy way for doctors to prescribe your compounded medications

Instead of writing out the list with the chemical names and percentages give the Doctors a list complete with the amounts to dispense and directions on how to use the medication.

5. No follow up

Follow up with both the Doctor and the patient so you know if the prescribed compound is working as it should. If it isn't, tweak the formula until it does and let the doctor know how well the patient is doing since converting to a compounded medicine.

In addition to educating GPs, the biggest opportunity in marketing customised medicine lies in informing customers directly. A pharmacist should empower their customers to make informed decisions and take responsibility for their health. The importance of this triad will be further discussed in coming issues of the ASA news.

“When marketing their compounding services to doctors there are five common mistakes that pharmacists make, according to the article “How to effectively market customised medications to doctors and...”

Pearl of the month

by Dr Jim Rowe

Neutralising Carbopol gels

There are many ways to produce a gel formulation in the compounding pharmacy. These may include simple gels based on cellulose or Sepigel. Carbopol is often employed as a gelling agent in formulations because it produces a very clear gel and being a synthetic material produces a reliable product which has a wide range of stability in terms of its compatibility with other materials.

One of the problems associated with its use is that it has to be neutralised in order for crosslinking of the polymer to occur and subsequent thickening to take place. This is usually accomplished by the addition of sodium hydroxide solution. However if the formulation requires an

emulsifying agent the selection of a basic emulsifier such as triethanolamine may neutralise the carbopol without the need for alkali. This makes formulating so much easier.

Example 1 – Simple gel

Carbopol	0.8
Triethanolamine 85%	1.6
Ethanol 95%	30.0
Preservative	qs
Water ad	100

1. Disperse the carbopol in purified water
2. Add triethanolamine and mix until a clear gel forms
3. Dissolve the preservative in the alcohol and add to step 2.

The above is a simple formulation which may include actives which are water or alcohol soluble.

Example 2 – Nicotinamide gel

Carbopol	0.8
Nicotinamide	4.0
Ethanol 95%	15.0
Preservative	qs
Water ad	100.0

In this case we are using the active (nicotinamide) to neutralise the gel as the drug itself is basic in nature. The nicotinamide is added to part of the aqueous phase. The carbopol is dispersed in the remainder of the aqueous phase and the nicotinamide solution is added. The ethanol containing the preservative is subsequently added to the mix.

Things to look out for in 2010!

1. Brand new website

Keep a close eye on the ASA website, www.asapharm.com.au during February for the unveiling of our new website. We plan on further developing this website through 2010 to provide you with some very useful services right at your fingertips!

2. Australasian Conference for Compounding Pharmacists

A brand new pharmaceutical conference is being developed by ASA Pharmaceuticals to specifically target all compounding pharmacists in Australia. This is the event of 2010 not to be missed! Keep an eye on www.accp.net.au for more info.

3. New catalogue

Currently under construction is a brand new look catalogue. A fresh new look will be released including a number of new products you might be interested in!

4. Compounding in Australian Pharmacy Magazine

ASA Pharmaceuticals is proud to sponsor the new series of compounding articles to be published in Australian Pharmacist throughout 2010. The first article will be published in January 2010 so look out for it as it should be a great read!

5. Our continued competitive prices and great service

We still challenge you to compare our prices and services and see if you can beat it anywhere else.

6. Proposed regulation of extemporaneously prepared medicines in non-hospital pharmacies

As many of you would already be aware, the TGA are currently examining the regulation surrounding extemporaneously prepared medicines (compounding). The original deadline for their outcome was November 2009 however has been postponed and is now due to be released in 2010. Look out for further information on this discussion and its effects on your business in future ASA News.

accp

australasian conference
for compounding pharmacists

SAVE THE DATE: 11th – 12th September, 2010
More info in our next issue.