



ASA Pharmaceuticals is proud to bring you the inaugural Australasian Conference for Compounding Pharmacists, the **first compounding specific conference in Australia** open to all pharmacists in the country.

Speakers & their topics at the conference:

- Patricia Storey** — Exploiting your compounding facility and increasing your sales and market share.
- T.S. Wiley** — The Wiley Protocol® BHRT therapy
- Jim Rowe** — Advanced formulation techniques for compounding.
- Daryll Knowles** — Compounding as a business.
- Bill Anton** — Bioidentical Hormone Replacement Therapy.
- Andrew McLachlan** — Future of individualised medicine and compounding in Australia.
- John Mitchell** — Regulation in Pharmaceutical Compounding in Australia.

More speakers to be announced soon!

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September, 2010

Swissôtel Sydney, Australia

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Questions & Answers?

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ASA Pharmaceuticals
PO Box 2502, Taren Point
NSW Australia 2229



ASA Pharmaceuticals
news

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

Issue 12
MAY-JUNE 2010



ASA news & updates



Update

Dear Valued Customer,

Welcome to the May-June edition of the ASA News. Since our last Newsletter we have been busy bees! A brand new customised computer system has been implemented to keep better control of our inventory levels, our customer service and our marketing. After discussions with many customers I found stock availability is the number one factor when it comes to choosing a supplier and thus we are working to become number one in this area!

The all new www.asapharm.com.au has now been launched! A new contemporary look has been unveiled with more information about our company, our staff and of course our products! Continuing with trying to provide greater service to our customers you can now jump on our website to see what is in stock, what is on special, and coming shortly purchasing online!

I can now also announce that dangerous goods will be available for sale at ASA! We have negotiated some great terms with our freight company to bring you these products at a great price. Please contact me if you would like to know more information. Our first shipment should be arriving at the end of May so place your orders now so you don't miss out!

Keep in mind the upcoming conference in September, it would be great to see you all there and to catch up at the cocktail night after the conference on Saturday 11th Sept. Visit www.accp.net.au for more information.

Until next time,

Andrew Rowe
Marketing Manager

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View all specials online:
www.asapharm.com.au/monthly-specials

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The first ever in Australia

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!

Notes on particle size of drugs used in compounding

by Dr Jim Rowe

From the number of queries received by our technical support group at ASA it is apparent that many compounders are unsure as to the grade of material required for various actives as regards to the choice of micronised or unmicronised material. This seems particularly the case with the choice of micronised or wettable progesterone powders.

Generally, for oral dosage forms the micronised material is preferred as the smaller the particle size, the greater the surface area and hence the faster the dissolution rate of the drug from the dosage form. This is particularly important for sparingly soluble drugs such as progesterone where the rate determining step for drug absorption is the dissolution from the dosage form. Thus to ensure maximum bioavailability the micronised form of progesterone should always be used.

In suspensions the situation is more complex. The finer the particles, the more likely that "caking" will occur on storage making the suspension more difficult to suspend on shaking. On the other hand a fine par-

ticle size is needed to ensure a slow rate of sedimentation and to optimise bioavailability of the drug. Large particles greater than about 5 microns will also impart a gritty feeling to the suspension and is thus undesirable.

My preference is to use a microfine material wherever possible and include a wetting agent. The wetting agent reduces the interfacial tension between the solid and liquid and the adsorbed air is displaced from the solid surface. For oral suspensions about 0.1% Tweens and Spans are suitable. This will ensure that the particles will not agglomerate and the patient receives a uniform dosage each time.

My preference is to triturate the solid to be suspended with glycerol at about a level of 10% in the total volume or until a suitable paste is formed. This is then added to the bulk liquid. This is a particularly useful method to remove surface adsorbed air and results in a fine easy resuspendable product with no caking. It also imparts increased viscosity to the product eliminating the need for a suspending agent in

most cases. If a suspending agent is needed, Xanthan gum at a level of about 0.2% is generally satisfactory. The micronised form of progesterone may also be used to compound topical preparations.

When formulating troches it is often not practical to use micronised powders as they it is difficult to form a homogeneous mixture and because of formulation constraints glycerol cannot be used. In this case products such a progesterone "wetable" powder is the material of choice. Thus the micronised form should not be used to compound melted, cooled and hardened products such as troches and suppositories as the wettable particles suspend much better in the melt.

Just a word of warning – it is best to choose one form of particle size for capsule formulations and stick to it, as different particle sizes of the same drug have different bulk densities so the formulation must be recalculated because of different displacement values of the various particle sizes.

Compounder marketing warning

by Daryll Knowles

In this exciting era of modern compounding, pharmacists are becoming more and more proactive in the marketing of their compounding services. This is good news in that it raises the profile of compounding and grows awareness of this essential industry. However with the good also comes the downside.

Unfortunately as with any exciting new areas of growth, compounding is also attracting others who don't necessarily have the pharmacist or patients well being at hand. Unknown expert marketers. The first alarm bell should ring when they describe themselves as "marketing gurus" and boast previous million dollars victories without any references from happy clients.

As a pharmacist you must control the marketing of your business as it is you who is ultimately responsible for the consequences of that marketing. Remember independent marketing companies do not have any licenses to lose and the authorities only have eyes for you the pharmacist.

The TGA controls the marketing and promotion of therapeutic goods and conducts 1 day courses in regulation of advertising which I highly recommend you or a team member attend.

Very few "marketing gurus" actually understand the pharmaceutical industry regulations and the constraints placed upon it.

Be vigilant for get rich quick scams. Marketers who approach you and talk big with promises about making money out of thin air. Simply if it seems too good to be true and you have not heard of the marketer before, BACK AWAY.

It is essential for every pharmacist young and experienced to ask the marketer for a previous client list and recommendations. Don't be a statistic in the latest internet scam or get rich quick scheme. Personally dealing with these self proclaimed guru's has cost my business literally hundreds of thousands of dollars.

If they are good enough for your business they will have a list of happy customers to show you.

But in having said all of the above there are many experienced established marketers who do have a happy list of previous clients and a recommendation sheet to put your minds to rest.

One such group which comes highly recommended is Storey Marketing and its principle Patti Storey. Patti is an experienced pharmacist who has worked in both the hospital pharmacy and retail pharmacy environment and thus knows the industry inside and out! Patti will be coming out to Sydney in September as a key note speaker at the ACCP conference (www.accp.net.au). Her company will be open to assisting Australian pharmacies with growing their sales and market share.

ASA Pharmaceuticals has launched its new price list for 2010—2011 effective March 1st.
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- 0095-05 – 100g Saccharin Sodium**
Normally \$26.50 now \$18.50 (30% off)
- 0095-08 – 500g Saccharin Sodium**
Normally \$94.25 now \$66.00 (30% off)
- 0102-09 – 1kg Zinc Sulfate**
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