

Dayenne Cosmétique

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training matters
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THE MAGAZINE FOR PROFESSIONAL ASSISTANTS

SMaRT acts win top awards
Now in their fourth year, the SMaRT Awards honour the best in consumer healthcare for their commitment to pharmacy. *Lesley Hill* reports on this year's winners.

Special report
I hope I thank you to everyone who voted in this year's SMaRT Awards. Your votes really did count - and they helped to put smiles on several faces at the awards ceremony at The Belfry Hotel in Birmingham.

Around 250 people from all sectors of the pharmaceutical industry attended the event, which is now in its fourth year. They heard Richard Thomas, editor of NPA's sister publication Pharmacy Magazine, describe the relationship between community pharmacy and the consumer healthcare industry as 'crucial' for the future prosperity of both parties. "Support for pharmacy has never been more important or needed," he said. "The tremendous quality of your training programmes is unique to our industry. It deserves to be recognized, measured and celebrated. That's what the SMaRT Awards are all about."

Main sector of this year's Awards was Retail Consumer Healthcare, which was voted into first place in not one but four categories: Best OTC Educational Staff, Best Category Development Initiative (for Regaine for Women), the Terry Norris Award for Services to Pharmacy, and the event's top award - Best Overall OTC Company.

Also among the winners were Optiva (Best Overall OTC Brand), Klerex Anticell (Tissue Care), Pharmacy Support From A Personal Care Brand), Cedar Health (Best Pharmacy Support From A Natural Healthcare Company), and GlaxoSmithKline (Best Sales Representative).

Congratulations to all the Awards winners and sponsors. A full list of honours can be found on page 17 of this month's Pharmacy Magazine.

Free training!
New NPA approved training modules from Canesten

If you have yet to register to receive these free training modules, please call us today on 01284 717694.

New turn to page 11 to find out how Canesten is helping you develop your role in the pharmacy with the launch of module 2 - advising customers with fungal skin infections.

Canesten

supporting learning in pharmacy

The OTC treatment choice: Scar reduction
After studying this module, you will:
• Have an understanding of the basic structure of human skin
• Have a basic appreciation of how scars form

• Be aware of how skin form and the psychological impact they may have on the sufferer
• Be familiar with different types of scars, particularly 'universal' scars such as keloids and hypertrophic scars
• Have a knowledge of some of the different treatment options available to help reduce the appearance of scars
• Be able to advise and counsel customers on the use of Dermol to help reduce the impact of scarring.

Pharmacy technician QFD module
This month we are learning about the endocrine system, which is responsible for the communication and co-ordination of body activity. You will find an extra page at the end of the module for you to record your learning and action points as part of your QFD.

ONGOING SELF-DEVELOPMENT

Pharmacist finds acne answer

Based on brewer's yeast cells, which are said to have a therapeutic effect on oily, problem, sensitive and acne-prone skin, the Dayenne skin care range has been available in Europe for many years. But having searched for a cure for his own oily acne-prone skin and found Dayenne to be the answer, a British pharmacist has now brought the range to the UK. Described as a 'safe, gentle and effective way of caring for oily and acne-prone skin', Dayenne comes in a range of products, including cleansing milk and cleansing bar, with rrp's from £9.99. Already hailed by the consumer press as a 'skin saviour', it can be ordered from the number below.

Sai Nutrition Centre: 020 8904 1603

Sai Nutrition Centre Ltd
101 Chamberlain Avenue
Pinner
HA5 2AT
Tel +44(0) 20 8866 6388
Fax +44(0) 20 8866 6389
email: info@dayenne.co.uk
website: www.dayenne.co.uk