

➤ **200** Number of pharmacies across the UK now providing a 'test and treat' sore throat service to help offset funding cuts

Source: Connect2Pharma

➤ **7.1%** Sales growth of organic products in 2016, as post-Brexit slump fails to materialise

Source: The Soil Association

➤ **€19.8BN** Healthcare cost savings over five years across the EU if the over-55s took higher doses of calcium and vitamin D

Source: Frost & Sullivan

RESEARCH  
IN BRIEF

**Probiotics may offer relief for allergy sufferers**

A combination of three probiotic strains may improve quality of life for people suffering from seasonal allergies according to data from an RCT conducted by the University of Florida and MCC Statistical Consulting published in the *American Journal of Clinical Medicine*.

**Experts make the case for vitamin D fortification**

The benefits of adding vitamin D to food and drink outweigh the challenges, according to nutrition experts. Support for fortifying milk, flour and oil with vitamin D in Europe appears to be growing and comes as two recently published reports by Frost and Sullivan and the NHS highlight the benefits of a higher intake of vitamin D.

**Curcumin can be as big as Omega-3**

Curcumin could become as big as Omega-3, according to Indian nutraceutical supplier, OmniActive. "Based on the current body of science, curcumin is stimulating high levels of interest in active lifestyle and sports nutrition, joint and muscle health, cardiovascular health and mood," says Sanjaya Mariwala, OmniActive Managing Director.

**NATRUE celebrates 10th anniversary at NOPE**

After last year's success of the first ever NATRUE Pavilion at Natural & Organic Products Europe at London's ExCel, the trade association will again host a joint stand of NATRUE certified brands (in the Natural Beauty & Spa area, Stand B50) this month where NATRUE will be celebrating its 10th anniversary.

The pavilion will demonstrate the international nature of the NATRUE standard for certified natural and organic cosmetics worldwide. Over 4,700 products are currently certified covering more than 200 cosmetic brands, and over 200 individual raw materials.

The pavilion will raise awareness of NATRUE's certification standards and its benefits for consumers, manufacturers and retailers alike. The stand will be an information hub where visitors can find

out about the NATRUE seal and what differentiates those brands bearing it on their packs. In addition, visitors can chat to industry pioneers and discover new ranges. Brands featured will include: Lavera, manufacturer of Lavera Naturkosmetik; Logocos, manufacturer of Logona, Sante, Heliotrop and Fitne; Gala Cosmetics, manufacturer of brands Bio Happy Cosmetics and Delidea Bio Cosmetics.

NATRUE's Director General Dr Mark Smith commented: "Natural & Organic Products Europe has become the place-to-be for everyone involved in the natural and organic cosmetics sector. We are thrilled to be hosting our second NATRUE Pavilion this Spring, and look forward to celebrating our decennial anniversary with everyone in the vibrant setting of the show at London's ExCel".



**BBC's Trust Me I'm a Doctor puts Wiley's Finest to the test**

A recent episode of BBC's *Trust Me I'm a Doctor* presented the findings of a study to discover if Omega-3's EPA and DHA from fish oil confer clear health benefits to consumers. The 8-week trial included 60 participants aged 35 years and over, split into three groups.

One group were provided with Wiley's Finest Peak EPA supplement, another group with fatty fish and the third group were the placebo.

A key finding was the participants' Omega-3 index, which indicates how much Omega-3 has found its way into the body from the diet. An Omega-3 index of 3% or below is thought to put the body at 'high risk' for heart attacks and strokes; an index between 4-8% is 'moderate risk', whereas an Omega-3 index of 8% or above is 'low risk'.

Most volunteers had an Omega-3 index of 3-5% when the trial started, and were deemed at moderate to high risk of serious illness. After the end of the trial the Wiley's Finest Peak EPA Omega-3 supplement group and oily fish group increased to 7+%. If they were able to continue this consistently over a lifetime it is believed to correlate to a low risk for heart attacks and strokes.

**Print issue of CPN to cease publication**

The March 2017 edition of PSNC's *Community Pharmacy News* (CPN) magazine will be the last issue to be printed and mailed out with *Pharmacy Magazine*.

At a time when PSNC has not increased its levy to contractors, the PSNC committee agreed to implement a number of cost savings, including the ending of the hard copy of CPN.

PSNC will continue to produce the online version of the CPN magazine. PSNC Chief Executive Sue Sharpe said: "PSNC want to make better use of its resources and bring you more information, more quickly through our website, email newsletters and social media accounts."

**incognito features on BBC's Rip Off Britain**

Mosquito repellent, incognito, featured in a recent episode of the BBC's *Rip Off Britain*. The holiday special, screened on Monday 23rd January 2017, discussed the dangers of contracting Chikungunya whilst abroad and what customers can do to help prevent getting bitten by the mosquitoes that transmit the disease.

*Rip Off Britain* filmed a scientific experiment conducted by Dr James

Logan, of the London School of Hygiene and Tropical Medicine, who tested a range of repellents commonly found on the market as well as home remedies. He first showed a control for the experiment by placing his arm in a cage of mosquitoes. He was bitten 22 times. The home remedies actually made him slightly more attractive to mosquitoes with James receiving 31 bites. But when PMD and then DEET were used, no mosquitoes landed on his arm and he received no bites at all. Presenter Julia Somerville commented, "With DEET and PMD having such dramatic mosquito repelling success, it's clear what you should pack if you're going to a place where you risk being bitten."

The programme also showed various pack shots of repellents including the PMD-based incognito Insect Repellent.



**Nelsons appoint new CEO**

Nelsons has appointed Claire Ferguson as the new Chief Executive Officer. Claire joins Nelsons from Johnson & Johnson where she held various leadership roles across the Consumer, Diabetes and latterly the Vision Care businesses. She has a strong passion and commitment to the healthcare industry where she has spent her entire career.

Claire commented "I am a life-long fan of Nelsons products so this is a very exciting move for me and a great privilege. Nelsons has fantastic brands, a very talented team and significant opportunity for growth due to the strength of the business and the strong growth natural health and wellness is providing for the consumer healthcare markets."

One of Claire's first tasks has been to recruit Aftab Aslam as Strategic Insights Director. Aftab's previous role was Global Strategic Insights Director at Johnson & Johnson Vision Care and he brings with him 23 years' experience which will help Nelsons develop a deeper understanding of their customers and industry through research and analytics.



**Ballymena pharmacy invests in natural healthcare**

Bannside Pharmacy has invested in its retail space and merchandising to make the most of its natural medicine offering. "We have increased the size of the dispensary, added an island bench unit and put in a Fama shelving system," explains pharmacist and NPB contributor, Eoghan O'Brien. "Natural medicines are now a main feature with a curved section containing shelves with LED strips to illuminate the stock better, with new backlit fragrance and skincare cabinets with glass shelves and a fragrance counter."

Both the incognito spray and roll-on provide total protection against mosquitoes and good protection against other biting insects, protecting more effectively than DEET for the first four hours, yet the product is completely natural.



**Weleda zones in...**

Weleda supported London Fashion Week models in The Model Zone again this year – the tenth year they have supported the British Fashion Council project. The Model Zone is the official LFW zone where models rest and recharge their batteries between fittings and shows.

Weleda's team of beauty therapists Nisha Jani, Amanda Bucher, Rachael Leffman, SarahMorgan, Siobhan O'Connor and Natalie Lewis offered revitalising treatments and massages plus natural skincare advice. Weleda homeopath Jo Permaul and Weleda pharmacist Evelyn Liddell were on hand for wellbeing advice and holistic health consultations.

Weleda offered models the SOS Skin Food Facial – a 30-minute 'miracle worker'. The facial skincare routine is designed to restore radiance using Skin Food as a moisture-boosting face mask, together with a selection of other organic Weleda facial care products made with calendula, chamomile, rosemary, lavender and almond (which are all ingredients in Weleda Skin Food) to de-stress and provide a pampering pick-me-up for LFW models during this demanding week of shows, fittings and photo-shoots.