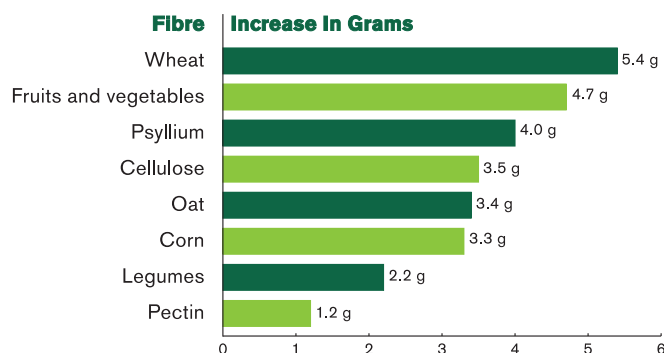

WHEAT BRAN - HEALTH CANADA'S GOLD STANDARD FOR REGULARITY¹

Not All Fibres are Created Equal

There are different kinds of fibre and they function differently in the body. Fibre promotes regularity through its ability to increase stool weight. The following table, based on a meta-analysis of 140 studies, summarizes the ability of different fibres to increase stool weight.^{2,3}

AVERAGE INCREASE IN STOOL WEIGHT PER GRAM FIBRE FED:



All-Bran* – The Wheat Bran Difference

Wheat bran fibre is the benchmark against which other fibres are measured for regularity effects.¹ Patients can increase their wheat bran fibre intake easily when they know which foods to choose. All All-Bran* cereals and bars have wheat bran as their #1 source of fibre to help your patients live every day feeling great on the inside and out.



Have your patients simply mix, blend, or sprinkle All-Bran* cereal into their favourite recipes and foods that they eat every day.

- 1/3 cup of All-Bran Buds* cereal = 44% of the recommended daily fibre including 7 g of Wheat Bran fibre
- 1/2 cup of All-Bran Original* cereal = 48% of the recommended daily fibre including 12 g of Wheat Bran fibre

Order FREE All-Bran* Regularity Education Kits for your Patients

INCLUDES:

- 1 patient education tear pad with coupons
- 24 All-Bran Buds* sample pouches (23g)

Order today! It's fast and easy...

Visit www.pharmilink.com/allbran

REFERENCES:

1. Health Canada. Guideline for Planning and Statistical Review of Clinical Laxation Studies for Dietary Fibre. Health Canada, Ottawa, ON, 1994.
2. Institute of Medicine of the National Academies of Sciences. Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids. The National Academies Press, Washington, DC, 2002-2005.
3. Cummings JH. The effect of dietary fibre on fecal weight and composition (pages 263-333). In: Spiller GA, ed. CRC Handbook of Dietary Fibre in Human Nutrition. CRC Press, Boca Raton, FL, 1993.

Formulary Update

New Strengths – Now Available on Alberta and BC Formulary

HYDROMORPH Contin[®]

Controlled release hydromorphone capsules

Purdue Pharma is pleased to announce that effective September 1, 2011, **HYDROMORPH CONTIN[®]** (controlled release hydromorphone hydrochloride capsules) **4.5mg** and **9mg** strengths are added as full benefits on the *Alberta Health and Wellness Drug Benefit List (AHWDBL)*, Limited Coverage benefits under the *British Columbia PharmaCare Program*, and regular benefits under the *British Columbia Palliative Care Benefits Program*. These are in addition to the existing 3mg, 6mg, 12mg, 18mg, 24mg and 30mg strengths. We ask that you please incorporate 4.5mg and 9mg strengths of **HYDROMORPH CONTIN[®]** into your current data base.

"Hydromorph Contin[®]": Hydromorphone hydrochloride controlled-release capsules
TPD Schedule: Prescription/Narcotic (CDSA I) product
AHFS Category: 28-08:08
ATC Classification: N02AA03
Availability: April 11, 2011
Pack Size: 12 bottles of 60 capsules

Strength	DIN	UPC	Product Code	Price / bottle
4.5mg	02359502	060025410581	41058	\$48.84/60 capsules
9mg	02359510	060025410598	41059	\$80.04/60 capsules

If you have any questions, please call Purdue Pharma Customer Service at 1-800-387-4501.

Purdue Pharma Inc.
General Partner of / commandité de
Purdue Pharma
Pickering, Ontario L1W 3W8



Product Information / Information du Produit

BRISTOL-MYERS SQUIBB CANADA

Effective September 30, 2011, Bristol-Myers Squibb Canada Co. has decided to discontinue the sale of the following product.

PRODUCT	Product code	Format	D.I.N.	UPC
Blenoxane vial/15 units	1160384	10's	00258482	623131 000635

If you have any questions related to this announcement, please do not hesitate to call Bristol-Myers Squibb Canada, Customer Service, at 1-800-267-0005.

Thank you for your continued support of Bristol-Myers Squibb Canada Co. products.

Visit us at
www.ipharmadirect.com



STERIMAX INC.

AZITHROMYCIN FOR INJECTION 500 MG NOW AVAILABLE!

SteriMax Inc. is pleased to announce the launch of Azithromycin for Injection. (DIN 02368846). Azithromycin is available for intravenous use, and is supplied in a powder format.

AZITHROMYCIN FOR INJECTION			
STRENGTH	FORMAT	DIN	UPC
500 mg	Box of 10	02368846	834324100609

To order, please contact your preferred wholesaler or SteriMax customer service at 1-800-881-3550.

Please also view our website at www.sterimaxinc.com

WHOLESALER ITEM CODES		
PRODUCT DESCRIPTION	McKESSON	ABC
Azithromycin for Injection 500 mg	011660	ST10060

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STERIMAX INC.

PIPERACILLIN AND TAZOBACTAM FOR INJECTION NOW AVAILABLE!

SteriMax Inc. is pleased to announce the launch of Piperacillin and Tazobactam for Injection. Piperacillin and Tazobactam for Injection is available for intravenous use, and is supplied in a powder format.

PIPERACILLIN AND TAZOBACTAM FOR INJECTION			
STRENGTH	FORMAT	DIN	UPC
2.25 g	Box of 10	02362619	834324100388
3.375 g	Box of 10	02362627	834324100401
4.5 g	Box of 10	02362635	834324100425

To order, please contact your preferred wholesaler or SteriMax customer service at 1-800-881-3550.

Please also view our website at www.sterimaxinc.com

WHOLESALER ITEM CODES		
PRODUCT DESCRIPTION	McKESSON	ABC
Piperacillin and Tazobactam for Injection 2.25 g	011672	ST10038
Piperacillin and Tazobactam for Injection 3.375 g	011661	ST10040
Piperacillin and Tazobactam for Injection 4.5 g	011664	ST10042



STERIMAX INC.

REMIFENTANIL HYDROCHLORIDE FOR INJECTION NOW AVAILABLE!

SteriMax Inc. is pleased to announce the launch of Remifentanyl Hydrochloride for Injection. Remifentanyl is available for intravenous use, and is supplied in a sterile lyophilized powder.

REMIFENTANIL HYDROCHLORIDE FOR INJECTION			
STRENGTH	FORMAT	DIN	UPC
1 mg	Box of 10	02366460	834324100531
2 mg	Box of 10	02366479	834324100548

To order, please contact your preferred wholesaler or SteriMax customer service at 1-800-881-3550.

Please also view our website at www.sterimaxinc.com

WHOLESALER ITEM CODES		
PRODUCT DESCRIPTION	McKESSON	ABC
Remifentanyl Hydrochloride for Injection 1 mg	011655	ST10053
Remifentanyl Hydrochloride for Injection 2 mg	011659	ST41005

PRESCRIPT® Sample Vouchers

If you would like to receive PharmaDirect by email, please provide your email address:

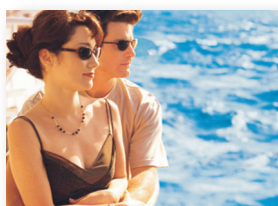
Name: _____

Email: _____

Name: _____

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Fax Back to: 1-800-420-3616



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ATTENTION PHYSICIAN

- Peel and stick small label to Patient Record Form.
- Peel and stick large label to Pharmacy, sound prescription and complete any additional paperwork as you normally would for a narcotic.
- Sign the prescription slip and instruct the patient that it will be filled free of charge at the pharmacy.

For assistance please call 1-877-573-7277.

PRESCRIPT **Assure**

Zincin

Select one only:
 DIN 00000000 100mg x 5 days
 DIN 00000000 200mg x 5 days
 Expiry Date: December 31, 2006

Attention Pharmacist
 Do NOT bill to patient's existing plan(s).
 No alterations to the above will be accepted.

Please bill to:

Carrier	Group	Certificate	Issue
80	200000	99999222	01

Remember to reset your billing software to the patient's original plan following this transaction.
 For more information please call 1-800-420-3616

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- **Offers** multiple formats to leverage any promotion
- **Guarantees** a return on investment
- **Lowers** the cost of delivering patient samples
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- **Extends** the reach beyond your current target physicians