

Japanese Cherry Blossom and Moroccan Rose, and from Avon U by Ungaro.

The bU report predicts that for the remainder of 2009, the same trends will continue to impact the market. Expanded distribution will become even more influential with the possible growth of Priceline, whose directors are in discussion with key direct suppliers.

The report authors said that advertising in fragrance category has been a key driver of growth as it has become more sophisticated and is a key component of the success

of a new product launch. However, celebrity fragrances have lost much of their appeal from their high point of 2007 due to customer fatigue, and excessive discounting. Consumers are now purchasing the emerging new 'classic' fragrances. But, exceptions are the David Beckham franchise that has shown strong brand status, as have Sarah Jessica Parker and Gwen Stefani with new product launches.

New product introductions in both male and female fragrance categories have also driven growth these include:

Flora by Gucci and Gucci Pour Homme, Dolce & Gabbana The One for Men, Versace Pour Homme and Versense, David Beckham's Signature Men, Paco Rabanne's One Million, Elizabeth Arden's Pretty, Juicy Couture's Viva La Juicy, Ed Hardy's Love & Luck, among others.

The report also found that gifts are now a standard customer expectation for purchases and an important part of the launch strategy mix for brands, driving sales and adding an additional enticement to indulge.

PS

## ► Letters to the editor

### MAN, HOW THINGS HAVE CHANGED!

**Pharmacy has been an ever-present part of my life for more than 40 years and I would like to share my observations about a certain aspect of pharmacy that I have noticed changing over recent years, and it has to do with the male side of things.**

When I first started in pharmacy men of any age would simply ask to see the 'chemist'. If, however, a lady pharmacist stepped forth the customer usually excused themselves and left rather rapidly! However, when a man appeared there was a muffled request, and usually condoms were surreptitiously sold from a drawer under the counter. Lots of other whispered advice was sought after and given. As time went on things did change gradually.

Condoms are now handed to me from the shelf by all ages; often with conversation as to type, colour and so on. There are often many conversations about all manners of things with caring males: sanitary pads, and other needs for his special lady, be it a new mother or a friend caught off guard.

Piles, constipation are very much a vogue topic these days, often to descriptive lengths. Healthy gym-going males often seek advice and appropriate products; this was rarely seen in my earlier days. Today fathers bring their children to discuss medicines and dosages; young, and not so young, ask advice on the morning after pill (with or without partners). And more mature and older gentlemen come in with scripts for Viagra and they're not embarrassed. In fact, they're always eager to listen, often with a twinkle in their eye! Weight concerns, vitamin supplements, skin treatments, hair colours — the list goes on and on.

What a joy and privilege to have been a party to such a revolution — men of all ages coming into their own and rightly so. The male stigma has gone.

If we in pharmacy continue to be a caring, listening interested group of professionals to our new, and most welcome, customers, then perhaps we will be able to offset some of the damage caused by the supermarkets and our customers can reap the benefits of a personalised service. I've seen such wonderful changes over four decades. What does the future hold? I'm not sure but I hope to be a continuing part of it.

Jean Bryant,  
Medical Centre Pharmacy, Queensland.

**Editor's note:** PS loved Jean's letter about how things have changed. For her efforts she receives a gift pack made up of six SAKitToMe bags. Each bag retails at \$8.95.

Australian designers EnviroTrend are leading the fight against damaging plastic bags with its fashionable and affordable range of eco-friendly designer shopping bags. Its latest creation, the SAKitToMe bag is the perfect compact eco-friendly bag. It's lightweight, clips onto a key ring and comes in a variety of eye-catching designs. The company boasts more than 100 gorgeous products to suit all budgets and tastes.

Use a SAKitToMe bag wherever you go and help make a positive contribution to reducing plastic bags in style!

So if you have something you'd like to share with PS readers you can email janet.doyle@appco.com.au or fax 02 8117 9511. Please include a contact number or email for verification purposes and a wonderful prize could be winging its way to you. PS

