

A joint message from Milton Pharmaceuticals and John Bronger...



John Bronger
National President

Milton Pharmaceuticals (incorporating Biotech Pharmaceuticals) manufactures and markets a complete range of traditional medicines under the Guild's "Gold Cross" brand. The range of 76 products provides effective and traditional remedies at value-for-money prices for your customers and satisfactory profits for your pharmacy.

A key benefit for Guild Members is that your support for the Gold Cross brand contributes income to the Guild, and in turn assists many Guild initiatives.

Milton Pharmaceuticals is always seeking new ways to ensure Gold Cross remains a significant and relevant brand within Pharmacy. Your active recommendation is always important and needed. The strength of the Gold Cross brand will be reinforced through joint marketing and promotional initiatives with the Guild.

To help sustain the growth and development of Gold Cross, I request that you deliver full support by maximising customer recommendation and merchandising opportunities within your pharmacy. By undertaking these visible activities, you reinforce the commitment of the Guild towards building a long-term business relationship with Milton Pharmaceuticals; with the mutual objective of growing the profitable and unique pharmacy-only brand of "Gold Cross".



THE PHARMACY GUILD OF AUSTRALIA

John Bronger
National President
Pharmacy Guild of Australia



SUPPORT THE	BRAND
THAT SUPPORTS	PHARMACY

Milton Pharmaceuticals (incorporating Biotech Pharmaceuticals)

TRADITIONAL MEDICINES



COUGH COLD

Code	Description	Pack	Unit	API	Mayne	Sigma	Product use
WL0665	Anti-tussive with Diphenhydramine	Bottle	200mL	755141	191655	216440	Coughs & cold (Dry cough, runny nose, sneezing, watery eyes)
WL2952	Antihistamine Elixir	Bottle	100mL	494283	605816	507616	Allergic conditions including hayfever, hives & insect bites, prevention & treatment of travel sickness
WL0604	Camphor Linctus Compound APF	Bottle	100mL	496499	184195	216739	Chesty Cough
WL0612	Codeine Linctus APF (S4)	Bottle	100mL	466948	133248	251876	Dry Cough
WL1962	Herbal Vapor Gel	Jar	100g	490156	605891	507665	Nasal & respiratory passages decongestant
WL0627	Ipecac & Tolu Mixture APF	Bottle	200mL	622737	191698	152009	Chesty Cough
WL0630	Menthol & Eucal Inhalation Fluid	Bottle	50mL	479632	135356	612846	Symptomatic relief of coughs & colds
WL0631	Menthol & Pine Inhalation Fluid	Bottle	50mL	796379	165638	611624	Symptomatic relief of coughs & colds
WL0632	Menthol Inhalation Fluid	Bottle	50mL	741701	184217	238543	Symptomatic relief of coughs & colds
WL0645	Pholcodine Linctus APF13 (Red)	Bottle	100mL	649783	171123	160374	Dry Cough
WL0646	Pholcodine Linctus APF (White)	Bottle	100mL	434035	191671	299289	Dry Cough
WL0651	Senega & Ammonia Mixture APF14	Bottle	200mL	734276	145300	179200	Chesty Cough
WL0655	Vaporiser Cleaning Tablets	Bottle	36tabs	439975	171204	222067	Vaporiser cleaning
WL0656	Vaporiser Fluid for Inhalation	Bottle	100mL	755109	189634	222075	Symptomatic relief of coughs & colds
WL0657	Vaporiser Fluid for Inhalation	Bottle	200mL	722480	135437	612853	Symptomatic relief of coughs & colds

Product suitable for diabetics (sugar free):

- Pholcodine Linctus (white)
- Antihistamine Elixir

Products suitable for people with high blood pressure:

For Chesty Cough:

- Senega & Ammonia Mixture
- Ipecac & Tolu Mixture
- Camphor Linctus Compound

For Dry Cough:

- Pholcodine Linctus



Note: APF (Australian Pharmaceutical Formulary)



SKIN CARE

Code	Description	Pack	Unit	API	Mayne	Sigma	Product use
WL0601	B.O.Z. Ointment	Jar	100g	735744	166251	271007	Emollient & protective for cracked, dry skin
WL0602	Calamine Lotion	Bottle	100mL	466832	133078	220269	Itching (e.g. in chicken pox, measles), relief from mild sunburn
WL0603	Calamine Lotion	Bottle	200mL	432806	126217	606988	Itching (e.g. in chicken pox, measles), relief from mild sunburn
WL0605	Castor Oil	Bottle	100mL	439983	171247	216747	Emollient & skin softener, psoriasis
WL0617	Glycerin BP	Bottle	100mL	466786	129070	607887	Moisturiser (emollient)
WL0624	Ichthamonol Ointment 25%	Jar	25g	460796	126284	606954	Drawing ointment
WL0640	Olive Oil	Bottle	200mL	468029	132985	218586	Emollient – softens dry skin
WL0643	Paraffin Cream (Unscented)	Tube	100g	496928	165654	221515	Dry skin conditions, nappy rash, minor sunburn
WL0644	Paraffin Cream (Unscented)	Jar	500g	460885	126306	606962	Dry skin conditions, nappy rash, minor sunburn
WL0649	Salicylic Acid Ointment 2%	Jar	100g	468150	135267	113985	Removal of sun spots
WL0650	Salicylic Acid Ointment 5%	Jar	100g	n/a	166316	388447	Removal of sun spots
WL0658	Whitfield's Ointment (Benz Acid Oint Co APF)	Jar	50g	n/a	178144	055327	Tinea (chronic, dry scaling type)
WL0659	Whitfield's Ointment (Benz Acid Oint Co APF)	Jar	100g	470813	133329	253120	Tinea (chronic, dry scaling type)
WL0660	Witch Hazel	Bottle	100mL	796425	180424	355214	Skin freshener, toner
WL0661	Wool Fat Anhydrous BP (Lanolin)	Jar	50g	782386	040894	251074	Sore, damaged nipples, emollient
WL0662	Zinc Cream	Jar	100g	735043	166324	152132	Soothing & protective application for eczema
WL0663	Zinc Ointment	Jar	100g	430196	171425	387142	Soothing & protective application for eczema



OSTEOARTHRITIS PAIN

Code	Description	Pack	Unit	API	Mayne	Sigma	Product use
WL0634	Methyl Salicylate Comp Cream APF	Jar	100g	560820	171085	383992	Relief of pain in arthritis, rheumatism, lumbago, fibrositis. Sprains, strains of joints and muscles
WL0635	Methyl Salicylate Comp Liniment	Bottle	100mL	510858	184233	150052	Relief of pain in arthritis, rheumatism, lumbago, fibrositis. Sprains, strains of joints and muscles
WL0636	Methyl Salicylate Comp Ointment APF34	Jar	100g	560820	134023	120394	Relief of pain in arthritis, rheumatism, lumbago, fibrositis. Sprains, strains of joints and muscles
WL0637	Methyl Salicylate Liniment APF	Bottle	100mL	590282	171093	186668	Temporary relief of pain associated with arthritis, rheumatism, lumbago and fibrositis.
WL0638	Methyl Salicylate Ointment BP	Jar	100g	587001	165646	126300	Temporary relief of pain associated with arthritis, rheumatism, lumbago and fibrositis.

Note: APF (Australian Pharmaceutical Formulary); BP (British Pharmacopoeia)

TRADITIONAL MEDICINES

GOLD CROSS



WOUND MANAGEMENT

Code	Description	Pack	Unit	API	Mayne	Sigma	Product use
WL0664	Cetrimide Lotion 40%	Bottle	200mL	798916	n/a	n/a	Topical antiseptic, disinfectant
WL0618	Hydrogen Peroxide 3% (10 vol)	Bottle	100mL	496553	166286	217950	Wounds and ulcers (cleansing & deodorising)
WL0620	Hydrogen Peroxide 3% (10 vol)	Bottle	400mL	688207	145351	220921	Wounds and ulcers (cleansing & deodorising)
WL0619	Hydrogen Peroxide 3% (10 vol)	Bottle	175mL	439991	171271	029629	Wounds and ulcers (cleansing & deodorising)
WL0621	Hydrogen Peroxide 6% (20 vol)	Bottle	100mL	496596	171298	217836	Wounds and ulcers (cleansing & deodorising)
WL0623	Hydrogen Peroxide 6% (20 vol)	Bottle	400mL	450359	126276	606947	Wounds and ulcers (cleansing & deodorising)
WL0622	Hydrogen Peroxide 6% (20 vol)	Bottle	175mL	430587	171433	220947	Wounds and ulcers (cleansing & deodorising)
WL0625	Iodine Colourless	Bottle	50mL	549975	134899	355313	Minor wound treatment
WL0626	Iodine Tincture (Weak Iodine Soln)	Bottle	50mL	759856	166294	217893	Minor wound treatment
WL0647	Potassium Permanganate	Jar	50g	466824	129089	607895	Eczematous reactions and wounds



GOLD CROSS

GENERAL MEDICINES

Code	Description	Pack	Unit	API	Mayne	Sigma	Product use
WL0600	Acriflavine Lotion	Bottle	50mL	798215	178098	n/a	Local conditions of ear, mouth and throat
WL0607	Citronella Oil	Bottle	25mL	449245	126233	607002	Antiseptic, anti-bacterial
WL0606	Citronella Oil	Bottle	100mL	433365	126225	606996	Antiseptic, anti-bacterial
WL0608	Clove Oil BP	Bottle	10mL	450146	126241	607010	Antispasmodic & carminative, toothaches, etc
WL0609	Clove Oil BP	Bottle	25mL	463132	129062	607879	Antispasmodic & carminative, toothaches, etc
WL0610	Cod Liver Oil BP	Bottle	200mL	737259	145327	217653	Vitamin A & D supplement
WL0611	Cod Liver Oil BP	Bottle	500mL	728888	145335	243758	Vitamin A & D supplement
WL0614	Eucalyptus Oil	Bottle	50mL	737852	166278	224550	Aromatic inhalation for respiratory problems
WL0615	Eucalyptus Oil	Bottle	100mL	894761	184209	029603	Aromatic inhalation for respiratory problems
WL0616	Friars' Balsam (Benz Comp Tinc) BP	Bottle	25mL	537004	178128	216465	Nasal congestion, topical protectant
WL2062	Glucolyte	Sachet	12x13.3g	595713	596469	492165	Prevents dehydration & restores fluid loss
WL2061	Glucolyte	Sachet	5x40g	496546	687634	217943	Prevents dehydration & restores fluid loss
WL0628	Lavender Oil BP	Bottle	25mL	684368	171379	541672	Antiseptic, analgesic and rubefacient
WL0629	Lubricating Gel	Tube	60g	496707	165573	218115	Electrotherapy & ultrasonic examination
WL0633	Mercurochrome Solution 2%	Bottle	50mL	558036	135070	218271	Infections of mucus membrane incl mouth, throat
WL0641	Paraffin Liquid	Bottle	200mL	563064	134201	265157	Constipation, inadequate bowel action
WL0642	Paraffin Liquid	Bottle	500mL	549355	134384	367219	Constipation, inadequate bowel action
WL0648	Purified Water BP	Bottle	4 Litre	460958	126314	606970	Used for various pharmaceutical preparations
WL0653	Sorbitol 70% USP	Bottle	500mL	676543	178136	n/a	Chronic constipation
WL0639	Specially Methylated Spirit	Bottle	100mL	466980	132632	271049	Nursery use
WL0654	Turpentine Liniment	Bottle	100mL	523232	184292	149484	Aches, pains and congestion associated with colds & flu

* Always read the label. Use only as directed.

Questions? Information? Call (within Australia): 07 3271 9600 or visit www.biotechpharma.com.au

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