

Media Release

## **PRICELINE PHARMACY AND PACIFIC MAGAZINES ANNOUNCE NEW HEALTH INITIATIVE: 'WHAT'S YOUR HEALTH AGE?'**

18<sup>th</sup> September 2013: Priceline Pharmacy and Pacific Magazines today announced a partnership for a new health and wellbeing campaign: 'What's your health age?'

The initiative invites the nation to find out their 'health age' via an online survey ([www.priceline.com.au/healthage](http://www.priceline.com.au/healthage)) that addresses a wide range of health topics and questions, in a drive to encourage Australians to focus more on and improve their health.

Amanda Connors, Priceline Pharmacy's Marketing Director, said: "At Priceline Pharmacy, health care is at the core of what we do. With this campaign, our aim is to inspire Australian women to take practical action to improve their health and wellbeing and that of their families, every day.

"We are committed to increasing awareness about key health issues for women by offering personalised advice using the expertise available through our pharmacies in-store."

Developed in association with a panel of leading health experts, the survey considers questions ranging from lifestyle factors such as nutrition, exercise and stress as well as personal and family medical history to determine the 'health age' of each participant.

The survey will reveal a comparison between the 'health age' of each participant and their biological age and will provide information about the factors that influence health age and tips on ways to maintain or improve it.

During the month of October, Priceline Pharmacy is offering free comprehensive health checks by nurse practitioners in stores around the country, including glucose and blood pressure tests as well as offering health tips and guidance for all customers.

Leading health experts including Dr. John D'Arcy, Australia's original television doctor, and clinical psychologist Dr. Suzy Green from The Positivity Institute are supporting the initiative, along with Priceline's Sisterhood experts Professor Sally Dunwoodie from the Victor Chang Cardiac Research Institute and Belinda Horton from PANDA (Post and Antenatal Depression Association). Ita Buttrose also joins the expert team as a Priceline "Health Sister" Ambassador.

The campaign will launch across seven Pacific Magazines titles, including *Better Homes and Gardens*, *New Idea*, *Women's Health*, *Prevention* and *marie claire*. Pacific Magazines' print-to-digital technology, Netpage™ will also showcase the partnership, with readers invited to take the survey, access new health content and receive special offers via the app.

Peter Zavec, Commercial Director, Pacific Magazines, comments: "Our partnership with Priceline Pharmacy underscores the unique ability of the Pacific Magazines group to inspire women into action.

“Backed by our partners at Seven, this inspiring campaign reinforces the concrete steps every Australian can take to improve their health by blending practical ideas with professional advice.”

Priceline Pharmacy will promote the campaign in all stores nationwide and through catalogue and online channels including [www.priceline.com.au](http://www.priceline.com.au), Facebook and Twitter.

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**For additional information and interviews, please contact:**

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