



# BROADWAY APOTHECARY

## WINTER APOTHEGRAM



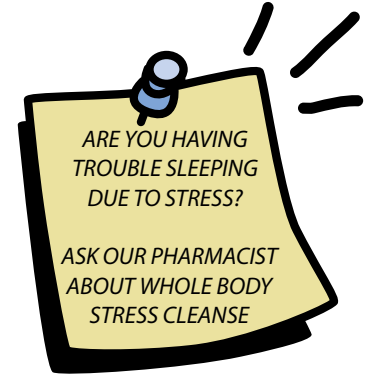
DECEMBER 2009

### WHAT'S HAPPENING AT BROADWAY APOTHECARY?

It's been a long time since we published our quarterly newsletter, but we finally have done it! We hope you like the new format. Our goal is to write about current hot topics in the compounding world as well as to keep you up-to-date with any interesting and enlightening information that comes our way. Please let us know what you think. Your input is always appreciated!

We launched our website earlier this year, and if you are a recipient of this newsletter, it may well be because you signed up on the website. Thanks! If you're not on our newsletter mail list but would like to be, it's easy! Just visit us at [broadwayapothecary.com](http://broadwayapothecary.com), click on newsletter mailing list, and enter your information.

Recently we launched Broadway Apothecary's Facebook page. Please visit us and become a fan!



ARE YOU HAVING  
TROUBLE SLEEPING  
DUE TO STRESS?

ASK OUR PHARMACIST  
ABOUT WHOLE BODY  
STRESS CLEANSE

### GABA SUPPLEMENTS DURING BUSY TIMES

Decorating, shopping, sending holiday cards, baking holiday cookies, gathering family and friends, all the things that we



enjoy this season can be the very same things that cause a great deal of stress. Being able to handle the stress can lead to higher productivity, but too much stress can be destructive. Exercise, relaxation techniques, and supplements can help people relieve the stress in life. One supplement known as GABA or gamma-amino butyric acid can be used to reduce stress and anxiety.

GABA, an inhibitory neurotransmitter, helps to regulate excitatory neuronal activity in the brain. Taking a GABA supplement has been shown to decrease the excitatory brain waves. GABA's relaxant and anxiolytic effects can occur as quickly as 60 minutes after taking the supplement. Taking GABA is a natural way to help reduce stress and enjoy the season.

### KITTIES LOVE THEIR EARS RUBBED!

Transdermal drug delivery in veterinary patients is becoming more accepted by veterinarians and more appreciated by pet owners! The most common use is in feline patients where dosing is on the upper, inside ear tip. Broadway Apothecary is seeing more and more growth in this unique dosing system.

The range of drugs that can be delivered this way keeps expanding! Starting with our most popular drug, methimazole, the list includes:

Aminophylline, Amitriptyline, Amlodipine, Atenolol, Buprenorphine, Butorphanol, Cisapride, Clomipramine, Cyproheptadine, Dexamethasone, Diazepam, Diethylstilbestrol, Diltiazem, (Cont'd page 2)

Disclaimer: Any health related information is for educational purposes only. None of the information provided here is to be construed as medical advice. Before applying any therapy or use of herbs, you may want to seek advice from your health care professional. The information in our newsletter should not be a substitute for physician evaluation or treatment by a health care professional and is not intended to provide or confirm a diagnosis.

## MY CHELLE DERMACEUTICALS - OUR FEATURED PRODUCT

In honor of nine wonderful years helping consumers regain vibrant and youthful skin, MyChelle Dermaceuticals, the leader in



effective, natural skin care, is our featured product of the month. MyChelle Dermaceuticals was founded on the premises that nature and science can be combined successfully to create the most effective, natural and safest skin care products possible. MyChelle is committed to designing products that are highly effective in boosting the skin's nutrient levels and helping to fight the signs of aging while improving structural

integrity and supporting the skin's immune system. The biggest differentiator between MyChelle and other natural product companies is that MyChelle products contain the correct and clinically proven amount of natural, bioactive ingredients. Many of MyChelle's products for men and women are currently in stock today! Let us know if we can help you find the MyChelle products that are perfect for you.

## ARMOUR™ THYROID SHORTAGE

Why the shortage? The best information available suggests there was a reformulation that took place earlier this year, and since then production delays have led to a nationwide shortage. Many practitioners and patients have been calling Broadway Apothecary to find a solution for the Armour™ thyroid shortage. This is a perfect situation where compounding can help! We have sourced porcine thyroid, USP, the

same starting material Armour thyroid uses. Rather than being pressed into a tablet, we can encapsulate at ANY strength! This solution has worked well for many patients unable to obtain Armour, and especially well for patients having to split tablets previously to receive an appropriate dose for their bodies. To have a prescription compounded, it must indicate it will be filled with porcine thyroid USP, or a compounded

thyroid. Many common strengths are made ahead of time to prevent delay in treatment. Call with any questions you may have.



## DID YOU KNOW?

Only through the miracle of compounding can the same drug be delivered to the body through at least 5 different delivery systems. The same medication can be delivered orally, by capsule or by liquid suspension; sublingually, through mucous membranes in the mouth; transdermally, through topical application to thin skin; rectally or vaginally, with suppositories or creams; and by injection, subcutaneously, intramuscularly, intravenously.

## KITTIES LOVE THEIR EARS RUBBED!

(From page 1) Enalapril, Famotidine, Fentanyl, Fludrocortisone, Fluoxetine, Furosemide, Glipizide, Lidocaine, Methimazole, Metoclopramide, Prephenazine, Phenobarbital, Piroxicam, Prednisolone, Prednisone, Promethazine, Scopolamine, Theophylline, and Thyroid.

Transdermal drug delivery is particularly useful in animals that should not be stressed due to hypertensive issues, animals that are non-compliant with oral meds, or when there are oral ulcerations or tooth damage.

Success depends on compliance, proper technique, individual metabolism and kitty cooperation!

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