

New concept for Pharmore

VICTORIAN pharmacy group Pharmore Pharmacies' philosophy of 'more care, more service' has been brought to life by new set of design standards.

Cara Interior Project Management, in conjunction with Parker Design, set out to reinvent a network of Pharmore Pharmacies that had little resemblance to one another.

The fresh, generic look includes a new range of fittings fixtures and category signage panels in the company colours of red and blue.

The dispensary is predominantly white with a grey floor, while the retail areas have timber finishes, and pendant lighting provides a focal point at the scripts counter.

WIN AN AUSTRALIS BRUSH ON FOUNDATION



EACH day this week, *Pharmacy Daily* is giving subscribers the chance to win an Australis Perfection Brush on Foundation.

The secret lies in the unique tool,

which effortlessly distributes just the right amount of make up to the skin for a flawless complexion.

Congratulations to **Michelle Collins** from the **NSW Pharmacy Guild** who correctly answered that one of the Australis shades of foundation is **Natural Beige**.

To enter today, simply be the first to correctly answer the question below to -

info@pharmacydaily.com.au

Question: *How old is Australis this year?*

Hint: see www.australiscosmetics.com.au.

Gold X Xenical link slam

THE deal between the Pharmacy Guild's Gold Cross and Roche to promote Xenical (*PD Fri*) has been blasted by Adelaide GP and secretary of Healthy Skepticism Peter Mansfield.

Online news service Crikey.com

Drug helps over-80s

A BLOOD pressure drug can reduce the risk of cardiovascular events by one-third and mortality by one-fifth in elderly patients aged over 80.

In a large study presented today at the American College of Cardiology in Chicago, 3,845 patients were given either a placebo or the diuretic indapamide slow release 1.5mg, with the addition of the ACE inhibitor perindopril in tablet form once a day.

A surprise result was a 21% reduction in total mortality, with the researchers saying they hope their findings will clear up uncertainty amongst doctors about the benefits of treating those aged 80 and over for high blood pressure.

Clearasil website

CLEARASIL has today launched a new website aimed at young people who are too embarrassed to seek advice from professionals.

It provides a self-help guide for consumers to identify their skin type and find the most appropriate treatments for blemishes, as well as fun, interactive activities for teens.

The new website responds to the growing trend for people to research and select products via the internet.

See www.clearsil.com.au.

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yesterday carried a story about the Gold Cross "brand management" deal announced by Guild President Kos Sclavos at APP last week.

Mansfield slammed the efficacy of the drug, saying the Gold Cross endorsement meant pharmacists "need to decide if they want to work for the drug companies or for their patients."

He said the deal was a "short term temptation to make money" at the expense of public trust.

Sclavos is quoted as strongly defending the deal, saying Xenical is "one of the few proven efficacious drugs for weight loss."

He said Gold Cross stepped in because Roche had essentially stopped marketing Xenical after last year's consumer ad ban.

April PBS listings

SCHOOL children with Attention Deficit Hyperactivity Disorder (ADHD), people suffering from schizophrenia, stroke and cancer patients and the Indigenous community will benefit from changes to the PBS from today.

Children aged 6-18 with ADHD will now have access to a single, daily dose, slow-release version of Ritalin, which means they will not need to take medication throughout the day at school.

The new listing for schizophrenia sufferers, paliperidone (Invega), will offer an alternative to currently listed antipsychotic drugs for those in both the acute and maintenance phases of the disease.

An oral treatment for dermatophyte infections will also be available through the PBS to the Aboriginal and Torres Strait Islander community, where topical treatment has failed, with the listing of terbinafine hydrochloride tablets (GenRx Terbinafine, Tamsil, Terbihexal, Zabel, Lamisil).

Additionally, the restriction for Dysport (clostridium botulinum) has been extended to include the treatment of severe upper limb spasticity in adults after stroke.

The listing of fentanyl lozenges (Actiq) on the Palliative Care Schedule will assist palliative care cancer patients who cannot tolerate further increases in their morphine dose due to side effects.

DISPENSARY CORNER

TEENAGERS who use the new Clearasil website (see story p1) will enjoy a special section on the site called 'Erazit'.

It offers a simple way to deal with pimples - upload your photos and erase the zits!

The site promises that it's cheaper than plastic surgery, and at the same time that users are touching up their pictures they're educated with a variety of useful skin care health facts.

A WOMAN in Germany is suing doctors after she booked in for surgery to have wrinkles removed, and woke up with a new pair of breasts.

33-year-old Ingrid Bruelling had the operation in the city of Kassel, wanting to firm up her skin after she lost 100kg on a crash diet.

However she claims that when she woke up she found surgeons had inserted silicone implants, increasing her brassiere cup size from C to D.

The doctors said the best way to tighten the skin and remove wrinkles was to make her breasts larger.

NOT much makeup will be needed for this beauty pageant.

Officials in the United Arab Emirates are staging a contest to find the most beautiful camel in the Middle East.

More than 10,000 camels will visit Abu Dhabi as part of the event which aims to celebrate and preserve the region's cultural heritage.

It's certainly worth entering, with prize money totalling a whopping \$10 million.

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