

New Blue Card

THE Adverse Drug Reactions Advisory Committee has introduced a new version of the blue card reporting form which is bigger and easier to fill in.

The forms are used to report adverse drug reactions, and it is also possible to report via the web, fax, email or phone.

Drugs of current interest include: Atomoxetine (Strattera); Duloxetine (Cymbalta); Ezetimibe and simvastatin (Vytorin); Moxonidine (Physotens); Paliperidone (Invega); Pramipexole (Sifrol); Pregabalin (Lyrica); Ranibizumab (Lucentis); Rosuvastatin (Crestor or Viacor); Sitagliptin (Januvia); Strontium ranelate (Protos); Varenicline (Champix).

Win anti-wrinkle Lift!



CONGRATULATIONS to Noelene Morris of Marlin Coast Amcal who was the first subscriber yesterday to tell us two ingredients in The Lift are black currant and sugar beet.

Today is your last chance to win this daytime moisture treatment from Naked Glow, courtesy of **Total Beauty Network**.

The Lift is collagen building treatment infused with patented skin fabric, Bio Peptides and Scandinavian extracts.

The exclusive Skin Fabrica Silica Complex instantly fills in fine lines and wrinkles and the 5% Bio Peptides encourage collagen production and smooth skin.

To win this great product, we're asking you to send your answer to the below question to: comp@pharmacydaily.com.au.

What essence is in The Lift?

The first person to answer correctly will win.

HINT: Go to www.tbn.com.au

and click on the Naked Glow logo at the top of the page for more info.



Comp meds in spotlight

THE Complementary medicines industry will face stricter regulations and greater scrutiny of claims in advertising, under Government plans for reform.

The Federal Government is negotiating with the industry to toughen regulation of advertising claims and to improve the amount of information available to the public.

Parliamentary secretary Jan McLucas said the system governing complementary medicines currently lacks enforcement powers and accessibility for consumers.

She said there was an urgent need to reform the complaints process and available information on products, such as weight-loss pills, glucosamine, vitamins and herbal remedies.

"It's very clear to me that we

GPs back breastfeeding

THE Royal Australian College of General Practitioners is using today's launch of World Breastfeeding Week (1-7 Aug) to highlight the benefits of breastfeeding and the role GPs play in supporting mothers to breastfeed their babies.

"GPs can play an important role in providing mums-to-be and their partners with information on feeding from the first trimester onward," said Dr Vasantha Preetham, RACGP President and GP from Perth.

hpsa .pty ltd
that's confidence!

**This is not a special,
it's our everyday price!**

Jolgun **\$75.90**

Kendo **\$64.90 HURRY - Limited stock!**

Both include 10 rolls of white permanent labels - FREE!

Prices inc gst, delivery charges may apply.



DISPENSARY CORNER

SCIENTISTS in the US claim to have developed two new "stamina pills" which could deliver the benefits of exercise to couch potatoes.

The drugs, labelled AICAR and GW1516, work on a gene involved in the building and regulation of muscle, with the researchers saying that trials so far have produced so-called "marathon mice" which were able to run much further on a treadmill than rodents treated with a placebo.

Because of fears that the medications could be misused to enhance sporting performances, a special marker molecule has also been integrated in their development to make them easily detectable by sports drug testers.

Although weight loss benefits of the early-stage experimental drugs are being touted, the main application is in muscle-wasting diseases and conditions such as diabetes where exercise is a proven benefit.

THE best treatment for stress is probably a holiday - but a short break could be pretty useless according to a British survey which has pinpointed the exact time that it takes to finally relax when going away.

The study of 3000 people found that on average it takes two days, nine hours and 25 minutes to wind down.

That means that any break less than three days in length could be just too short to make any difference.

DIGITAL 42

- Video wall presentations for corporate events or reception areas
- Internal presentations for managers or employees
- Training DVDs
- Commercials or corporate presentations from inception to script writing, video recording, voice overs, graphics, and editing to the finished product.
- Reworking of existing footage with new graphics

ALL THIS AT A VERY COMPETITIVE RATE.



WHAT CAN DIGITAL 42
CREATE FOR YOUR COMPANY?

CALL TO ARRANGE A PERSONAL MEETING

Contact: RON RUSSELL Ph: 0409 551701 Email: ron@digital42.com.au

COMMERCIAL CORPORATE PERSONAL

Tell your
pharmaceutical
friends about
Pharmacy Daily

They can sign up for a
free subscription at

www.pharmacydaily.com.au

Click here