

Natural Health site

HERRON Natural Health with Yahoo7 has launched a website about natural health solutions.

The site has a resident naturopath and herbalist offering advice through a Q&A forum.

Herron's products will feature in an online catalogue - see au.lifestyle.yahoo.com/health/

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Half GPs unaware of NPS

ONLY about half of the general practitioners surveyed in a recent CHOICE report were even aware of the National Prescribing Service and its independent function of offering objective information on new medicines.

By contrast, the survey found that 65% of GPs saw more than five pharmaceutical sales reps a month, with 34% receiving more than ten visits and a handful seeing over 20 reps a month.

"CHOICE is concerned about the level of access that pharmaceutical company drug representatives have to GPs relative to independent sources of information," said CHOICE spokesman Michael Johnston.

He said 60% of the 180 doctors surveyed also said there weren't enough sources of independent information available for them to be able to keep abreast of new

CMO steps down

PROFESSOR John Horvath AO has decided to relinquish his role as Commonwealth Chief Medical Officer at the end of January 2009 and will stay on to work part-time for the Department of Health and Ageing.

During his five years at the Department, Prof Horvath played an integral role in the development of a national registration and accreditation scheme for health professions and the development of Australia's National Chronic Disease Strategy.

He was also at the forefront of the Commonwealth's response to emergency events such as the Indian Ocean tsunami and preparing for the threat of a pandemic influenza outbreak.

drugs without receiving visits from the drug reps.

CHOICE is urging the govt to "invest more money in independent medical information" so GPs can receive regular updates on new drugs "from sources free from industry influence."

And it's going further, suggesting that such a move could be paid for by a "one-off reduction in the prices paid to pharmaceutical companies" through the PBS.

Only a third of the doctors surveyed had ever met with a medical educator from the NPS, with CHOICE saying there's "strong evidence that pharmaceutical promotion isn't in the best interests of consumers."

Bra and cupcake fundraiser

THE BrasOFF for Breast Cancer Research campaign is asking women to drop their old bras into National Pharmacies, along with a \$2 donation, between September 1 and 28.

This year, people can also purchase pink pegs, bra bags and temporary tattoos to help raise funds for the National Breast Cancer Foundation.

All old bras collected will be donated to the Salvation Army. The campaign wraps up on October 3 with an Adelaide-wide cupcake drive launched by the Mix102.3 breakfast crew.

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Two pages today

TODAY'S *Pharmacy Daily* has two pages, incl our regular Health, Beauty and New Products feature.

PD is now sent to more than 3800 people in the pharmacy industry across Australia each day.

AJP Awards

THE 21st annual *Australian Journal of Pharmacy Awards* will be held in Sydney next Thursday Sep 4 to recognise the top medicines, health products and campaigns over 2007/08.

The judging panel consists of pharmacists, including pharmacy owners, consultants, academics and industry experts.

Tickets cost \$175 including three-course dinner and drinks at Dockside, Darling Harbour.

Invitations are downloadable from www.appco.com.au and must be returned by Friday.

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Win Designer Cosmetics!

CONGRATULATIONS to Feisia Dam of Pfizer Australia who was the first subscriber yesterday to tell us that there are **seven** brushes in the Designer Brands professional kit.



Each day this week *Pharmacy Daily* is giving you the chance to win cosmetics from Designer Brands, courtesy of **Total Beauty Network**.

The Budget Brand cosmetics deliver designer quality at a fraction of the price.

Get all the ingredients, colour and feel of designer label cosmetics, but without any damage to your accounts.

For a chance to win, send your answer to the below question to: comp@pharmacydaily.com.au

What are the three different mascaras?

The first person to answer correctly will win.

HINT: Go to www.tbn.com.au each day and click on the Designer Brands logo at the top of the page.



New product to promote?

Advertise in *Pharmacy Daily's* weekly Health, Beauty and New Products feature

Email advertising@pharmacydaily.com.au for a media kit today!

Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy! Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

Weight loss emulsion

Pharmacists now have a new weight loss option to recommend to clients, with the launch this month by Novogen of Aliten, a product claimed to make users feel full and so help them eat less. Aliten is based on purified palm and oat oil, and rather than being a food replacement "bar or shake" it can be added as a "shot" to food or drink.

RRP: \$19.95 for 10 starter pack
Stockist: Novogen
Tel: 1800 333 363



Improved colour and hold

Clarins new Joli Rouge lipsticks have improved colour techniques to ensure better concentration of pigmentation and exceptional hold. In quality-testing of Joli lipsticks, 94% of women said it had excellent glide factor, 90% said it moisturised well, 96% said it had long-lasting hold, and 98% liked its overall coverage.

RRP: \$40
Stockist: Clarins
Tel: (02) 9663 4277



Better than bare

Maybelline NY's new Mineral Power range has incorporated four mineral ingredients that provide a natural look with a soft, smooth appearance. The new micro-mineral technology has been triple-refined for its purity, creating a formula that gives skin a beautifully bare look.

RRP: \$16.95
Stockist: L'Oreal Paris
Tel: 1300 659 259



Mature answer

Over a third of women older than 50 years suffer from dry skin. RoC's CompleteLift Nourishing and Lifting and Firming Cream is the answer to the mature woman's skincare needs. The cream has added olive extract, glycerine and shea butter for 24-hour hydration.

RRP: \$59
Stockist: RoC
Tel: 1800 774 590



Golden touch

Glamorous Max Mara's Gold Touch is a sophisticated oriental woody fragrance. It has top notes of lively bergamot and spicy pink pepper, middle notes of gentle sambac, jasmine, precious vetiver, intense cedar wood, and a base of white musk and gaia wood.

RRP: \$125
Stockist: Trimex
Tel: (02) 9663 4277



Olay fires a silver bullet

Olay Definity Tone Correcting Anti-Ageing range promises to visibly transform the appearance of skin in eight weeks. With an essential glucosamine complex, it helps fight what ages skin the most: dark spots, discolorations, lines and wrinkles.

RRP: \$19.99 to \$39.99
Stockist: Olay
Tel: 1800 028 280



DISPENSARY CORNER

CHINA'S new boxing light-flyweight gold medallist has revealed the stunning secret of the weight loss regime he undertook to achieve his target weight.

"Recently I have been eating pizza and hamburgers," said Zou Shiming after he broke down in tears on the Beijing podium after taking the medal.

"I enjoy Western food. Also Chinese food is greasy so Western food is helpful when I am trying to control my weight," he added.

AND speaking of healthy diets, the World Cancer Research Fund has calculated that having a hot breakfast significantly increases the risk of bowel cancer.

Eating 150g of processed meats such as sausages and bacon every day actually raises the risk by a whopping 63% - with the high calorie content of a fry-up also raising the risk of obesity which has been linked to many types of cancer.

The typical English breakfast of two fried eggs, sausages, bacon, mushrooms and tomatoes contains about 700 calories.

THERE truly is such a thing as animal magnetism, according to a global analysis of grazing cattle and deer using satellite images from Google Earth.

Researchers at the University of Duisburg-Essen in Germany looked at 8510 pictures of herds around the globe, and found that the animals in general faced either magnetic North or South.

It's the first time large mammals have been shown to have an inner compass.

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