

Tramadol confusion

PHARMACISTS need to provide clear advice to patients taking the new once-daily formulations of tramadol (Durotram XR) and quetiapine (Seroquel XR), according to the National Prescribing Service.

"With a number of tramadol formulations now available, with different dosing frequencies and brand names, it's particularly important to provide clear information to patients to avoid confusion and possible errors," NPS CEO Karen Kaye said.

"Ensure that patients are aware that tramadol extended-release is a once-daily tablet and advise them not to take any other product containing tramadol while using tramadol extended-release."

The quetiapine extended-release tablets come in different strengths and dosage from the immediate-release tablets.

Consumer reviews of both tramadol and zoledronic acid are available at www.nps.org.au.

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Medicine report rejected

A REPORT that claims pharmacy medicines are overpriced has been rejected by the Pharmacy Guild.

The Centre for Independent Studies report says a lack of competition in the pharmacy sector is inflating the cost of non-prescription medications sold only in pharmacies, and other retailers should be allowed to sell these.

"Both Government and consumers are paying more for medicines than they should be," said report's author, David Gadiel.

Guild president Kos Sclavos, who said the report omitted many facts, defended pharmacy's competitive

prices on ABC Radio last week.

"On the biggest selling over-the-counter product, which is paracetamol, unit pricing shows that the Australian pharmacy model works best," he said.

Sclavos also explained the safety reasons for keeping medicines pharmacy-only, saying supermarkets do not care about health.

"The Guild will take supermarkets seriously when they stop selling cigarettes and alcohol," he said.

SCRIP Awards 08

WYETH Pharmaceuticals was named Large Pharma Company of the Year at the 2008 SCRIP Awards in London last week.

Wyeth's Dr Robert R Ruffalo was also presented with the Lifetime Achievement Award.

Mumbai-based Glenmark Pharmaceuticals won both Best Company in an Emerging Market and Pharma Company of the Year (Small and Medium-Sized).

Best New Drug went to Pfizer's anti-HIV product Selzentry/Celsentri (maraviroc), while GSK's Biologicals scooped two awards: Management Team of the Year and Best Overall Pipeline.

Win at APP2009

THE Pharmacy Guild is running an Earlybird comp for APP2009.

Registrations received by 31 Dec go into the draw to win one of two three night accommodation packages at Conrad Jupiters for the conference.

For a chance to win, register at www.appconference.com.

DAA on holiday

PHARMACY staff should remind consumers of the convenience of a Webster Pak for taking their medication on summer holidays, pharmacist Gerard Stevens has suggested.

"People on medications who are going on vacations should ask their pharmacist for a dose administration aid (DAA) to suit their circumstances.

Their effort will be repaid 10 fold in peace of mind," he said.

RGH E-Bulletin

THE RGH E-Bulletin this week focuses on further potential approaches for prevention and treatment of dementia, following last week's issue.

Other therapies highlighted include ginkgo biloba, hormone therapy, NSAIDs and Vitamin E.

To subscribe, send an email to: chris.alderman@rgh.sa.gov.au.

WIN DermaNew's Sensitive Skin Cleansing Crème

EACH day this week *Pharmacy Daily* is giving subscribers the chance to win a bottle of DermaNew's Sensitive Skin Cleansing Crème, courtesy of **Total Beauty Network**.

This newly released cleanser is designed specifically to hydrate, balance, soothe, calm and soften the skin.

To be in the running to win your very own bottle, simply send your answer to the below question to:

comp@pharmacydaily.com.au.

What are two things the cleansing crème removes?

The first person to answer correctly each day this week will win.

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



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DISPENSARY CORNER

WHO said science was boring?

A Sydney University PhD student recently won an international dance contest, in which students were asked to dance their thesis to help explain their research in a simple, entertaining way.

Comprising of five dancers, and set to three pieces of music including *Hot Hot Hot* and *Walking on Sunshine*, Dr Sue Lynn Lau danced her way to victory with her composition entitled 'The role of Vitamin D in Beta Cell Function'.

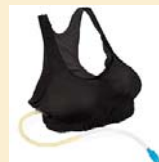
In one scene Dr Lau had the beta cells of the pancreas making insulin and being exposed to glucose in the form of a dancer, and to represent the secretion of insulin, she directed her dancers to blow soap bubbles into the air.

WOMEN who like to indulge in a few beverages during the holidays, can now look forward to the 'Wine Rack'.

For the lady that has it all, this sports bra (pictured), made of polyurethane bags, can hold over 730mls of liquid, increasing breast size by up to two cups, until of course, the liquid is consumed via the bite lock tube straw attached.

Some women are even using the bra to smuggle drinks into the pub for a cheap night out.

The bra is so popular that upon release, the medium size sold out, leaving only the small size for the Christmas season.



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