

Phone extension

THE Australian Government yesterday announced that the free telephone interpreting services for dispensing PBS medications will be extended for pharmacies Australia wide, on an ongoing basis.

This decision comes as a result of a six month trial, which proved the service to be of great benefit to non-English speaking patients.

Rural projects funding scheme

FUNDING is now available for projects that develop the role of community pharmacists in rural and remote communities.

The Small Projects Funding Scheme, an initiative of the Rural Pharmacy Workforce Program (RPWP), aims to increase access to pharmacy services and strengthen the pharmacy workforce in non-city areas of Australia.

Project proposals must involve a pharmacist or pharmacy-related organisation and are required to demonstrate a capacity for ongoing benefits to the community after completion.

The application form can be downloaded from the Guild website and must be submitted before Friday 30 January 2009.

Parents steroid phobia

PHARMACY labelling is exacerbating parents' "steroid phobia" leading to the inadequate treatment of many children with eczema, according to a leading dermatologist.

Dr Stephen Shumack, honorary secretary of the Australasian College of Dermatologists, said many parents were afraid to apply too much steroid cream on their child's eczema in case it caused thinning of the skin.

The instruction "use sparingly" that is often printed on steroid cream labels by pharmacy staff - but is not always specified by the doctor or on the prescription - was singled out as a major reason for parents fears.

GPs and pharmacists need to



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reassure patients that frequent, liberal, short-term use of steroid cream is safe and necessary to adequately treat eczema, Dr Shumack told a media briefing.

"Giving parents an estimation of how many tubes of cream they should use in two weeks can help them understand the amounts required for adequate treatment," Dr Shumack suggested.

SHPA in Perth

THE Society of Hospital Pharmacists of Australia will hold its national conference in Perth on Nov 5-8.

Planning of the program for Medicines Management 2009 is underway, and topic suggestions are welcome.

Email shpamm@wsm.com.au.

Miss Teen campaign

THE winner of the Miss Teen World Supermodel Pageant will star in the 2009 advertising campaign for Fing'rs Nails.

Pageant participants will wear the Fing'rs Bling and Fing'rs Natural Fit French Manicure style nails, sold in pharmacies.

Stamford Plaza Hotel, Double Bay will host Miss Teen Aust this Fri.

Gluten-free guide

A BOOK has been launched for people suffering with wheat allergies, gluten intolerance and Coeliac disease.

Endorsed by the Coeliac Society of Australia and published by John Wiley & Sons, *Living Gluten-Free For Dummies*, contains 75 recipes that are free from wheat, barley and rye, and also gives tips on ordering at restaurants, attending social functions and dealing with emotional challenges.

According to the latest research, 1% of Australians (over 200,000 people) are affected by Coeliac disease.

Section 100 kits

INFORMATION kits for the \$100 Pharmacy Allowance are now available in electronic format on the Pharmacy Guild website.

The \$6000-\$10,000 allowance is for pharmacies to assist the local Aboriginal Health Service.

The kit explains eligibility, payment details, writing a workplan, establishing a storage room, DAAs and Aboriginal health issues.

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.

Name three ingredients in the crème.

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.

CONGRATULATIONS to Eta Chow of Webstercare who was yesterday's winner.



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Medical Grade foot gel

Neat Feet's Gel range is based on a super-soft gel that is infused with mineral oil to soothe foot pain. The medical-grade gel can reduce and alleviate problems from blisters to bunions, heel pain, corns and calluses, which can severely inhibit any party princess or serious sportsman.

RRP: \$10.95 - \$25.95

Stockist: Neat Feet

Tel: (07) 3860 6082



Flawless brushwork

L'Oréal introduces two new brush-on additions to their mineral range: Blush Minerals (RRP \$25.95) and Color Minerals (RRP \$18.95). Preservative- and fragrance-free, the Blush Minerals are a selection of five delicately iridescent soft blushes. Also free from harsh chemicals, Color Minerals glide on to create gentle shimmering eyeshadow.

Stockist: L'Oréal Paris

Tel: 1300 659 259

Sham glam pedicure

Fing'rs Dazzle Toez is the fastest way to get a beautiful French pedicure this summer. These artificial toenails are perfect for use with thongs or open toe shoes. Easy to apply and remove, each pack contains 24 nails in 12 sizes and comes in two colours.

RRP: \$12.99

Stockist: Creative Brands

Tel: 1300 650 981



Kylie gets sexy on tour

Kylie Minogue is in Australia this month, promoting her latest fragrance called *Sexy Darling*. The fragrance is built around the exotic belle de nuit flower and the red rose, enhanced by a mouth-watering pear note. A veil of musk and sandalwood unites this exquisite perfume.

RRP: \$59

Stockist: Coty

Tel: 1800 812 663

Keep his hair on

Specifically designed to address men's hair needs, the Head & Shoulders Hair Retain shampoo works to help men keep their hair by removing dandruff. Hair Retain cleans and protects by not only reducing flakes from the first wash, but by also smoothening the scalp and slowing down hair fall due to dandruff and breakage.

RRP: \$5.99

Stockist: Proctor & Gamble

Tel: 1800 028 280



DISPENSARY CORNER

AT least a sleep talker's words are transient, imagine being a sleep emailer!

A 44 year old woman has become the first recorded case of someone using the internet whilst asleep.

Having gone to bed at 10pm, she got up 2hrs later - fast asleep, turned on her computer, logged onto the internet, typed in her passwords, opened her email - composing, then sending three emails, before she returned to bed.

She was completely unaware of her actions until one of her friends, having received the email invite to a caviar and wine only dinner called to confirm her attendance.

The emails themselves were not very cohesive, with one reportedly only saying 'What the'.

SO how does one celebrate a milestone such as turning 70?

Clearly the answer is giving birth for the first time!

Married for over 50 years, Rajo Devi and her husband Bala Ram enlisted the help of Hisar fertility center in the northern Indian state of Haryana for in-vitro fertilization, giving birth three weeks ago to a healthy baby girl.

When the couple was asked about the difficulty of raising a child at their age they replied "we have a joint family and there are countless people to take care of her".

"We longed to have a child all these years and now we are very happy to have one in the twilight years of our life," said the happy mother.

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