

Pharmacy cricket

THE Chemists Interstate Challenge Cricket Shield begins today at Bowral on the NSW Southern Highlands.

The first match, to be played on the Bradman Oval, pitches South Australia against Qld.

Pharmacy teams from all states are involved in the event, which will continue over the weekend.

This year celebrates the centenary of the Chemists Interstate Challenge Cricket Shield, which was first held in Melbourne in 1908 - and it's also Don Bradman's 100th birthday.

Pharmacy Cricket, an initiative of the pharmacists of Australia, was launched in 2000 and now attracts pharmacy students, recent graduates and pharmacists of all ages, to promote cricket matches and to provide scholarships to pharmacy students.

See pharmacycricket.com.au.



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Stop smoking cons fee

NICORETTE is offering a \$10 "consultation fee" to pharmacists for their professional consultations with customers regarding the new ACTIVESTOP support program.

"What we're aiming to do with the consultation fee is leverage the skills of pharmacists by asking them to identify and consult with customers who are appropriate for the ACTIVESTOP support program," said Johnson & Johnson Pacific marketing mgr Glenn Cochran.

"As healthcare professionals, they obviously have the skill set to be able to do this," he added.

The program, which launched this month with extensive TV advertising, has a focus on personalised behavioural support.

It uses online tools including a website and email, plus mobile phone SMS and interactive voice response systems to help quitters in the days and weeks after they give up smoking.

"Because Nicorette products are exclusive to pharmacy, we're helping pharmacists grow the NRT category, by building a series of offers to suit the varied needs of quitters regardless of what stage

Two pages today

TODAY'S *Pharmacy Daily* includes our regular health, beauty and new products feature on page two.

New cholesterol research

A NEW study will determine the number of lives that might be saved each year as a result of lowering the nation's average cholesterol level.

Unilever Australasia has committed to funding the research, which will be conducted by the George Institute of International Health.

The study will also test the view that the greatest potential for benefit lies with the large number of Australians with moderately raised cholesterol, rather than the relatively few with very high cholesterol levels.

The impact of gender and age will also be investigated.

Associate Professor Bruce Neal, of the George Institute said: "Over the last few decades

of the quitting cycle they are in," Cochran said.

"In addition to complementing the smoking cessation counselling provided by pharmacists, customers who use the Activestop support program are more likely to stick with Nicorette products and quit, therefore sticking with pharmacy," he claimed.

He said pharmacy assistants were also being targeted by the campaign, with effective tools to enable them to better engage with customers about quitting.

Bananas bust fat

BANANAS are being hailed a healthy way to curb hunger pangs and beat obesity.

Nutritionist Glenn Cardwell, of Nutrition Impact, says bananas give kids and adults an energy boost, especially around 3pm when blood glucose levels start to drop, and before or after exercise.

"The ideal solution to eat is a low-fat, high-carbohydrate food, like a banana, one of the most energising snacks because of its high carbohydrate content. The carbohydrate is digested and converted to muscle fuel (glucose)."

Cardwell also said bananas are "great for the waistline because they have a high satiety index, that is, they are very filling for the amount of kilojoules they deliver".

Foot care products

A NSW podiatrist has developed a new range of foot care insoles and accessories made from Bio Gel and Silicon, and plans to distribute them via pharmacy.

Jools Becket told *PD* the products give high levels of foot comfort because they feel like human soft tissue.

More info on the products from aspectsoffet@bigpond.com.

Kids asthma alert

HEALTH professionals should prepare for a spike in asthma cases as school resumes, the Asthma Foundation of Victoria has warned.

Known as the 'February epidemic', this well-documented trend sees an increase in asthma hospital admissions in children over the first few weeks that school goes back, with the peak generally occurring in mid to late February.

The Asthma Foundation is encouraging parents to use the final days of the school holidays to update their child's written Asthma Action Plan in consultation with their doctor.

The Foundation is also urging schools to join the Asthma Friendly Schools program, a national initiative aimed at improving quality of life, health outcomes and wellbeing for students with asthma.

"The February asthma epidemic will happen," said CEO Robin Ould, "but preventative measures can be taken now to help keep children out of hospital."



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Rebel with a citrus cause

Vivienne Westwood's fifth fragrance Let It Rock is for the anti-conformist at heart. With a tangerine and bergamot top note, it will appeal to the free-spirited girl who thinks differently from the rest of the pack. Named after the London shop she opened in 1971, Let It Rock captures Westwood's provocative punk attitude with its unconventional, lipstick-scrawled bottle.

RRP: \$59-89
Supplier: Trimex
Tel: (02) 9662 2604

Capsule for easy skin healing

LipRevive 232 is for the treatment of minor skin disorders. Unlike ointments that can often be messy and need several applications per day, LipRevive 232 is a capsule formula. By not applying it directly on the lesion there is no risk of further infection. Dosage is also convenient: two capsules three times a day; half-dosage for children.

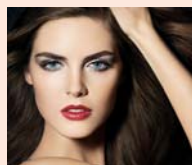
RRP: \$14.95
Stockist: BioRevive
Tel: 1300 790 978



Estée Lauder's autumn elegance

Estée Lauder has introduced its After Hours Fall 2008 collection. Deep tones mix with neutrals in this modern palette that moves from day to night with ease. Limited-edition products include Brilliant Shimmer All-Over Powder, Tender Blush Sheer Stick, Slim Compact, Pure Color Eyeshadow, Double Wear Stay-in-Place ShadowStick, Double Wear Zero-Smudge Liquid Eyeliner, Pure Color Lipstick, and Pure Color Crystal Gloss.

RRP: \$36-\$76
Stockist: Estée Lauder
Tel: 1800 061 326



Cleansing heart of love

More thoughtful than the traditional bunch of daisies or box of chocolates, the Madigga Alori Heart Body Gift Pack is the perfect gift for Valentine's Day. It contains Madigga Alori Body Lotion, Shower Gel, Body Soap and a loofah sponge, all packed in a pretty heart-shaped box. Alori, the fragrance, is youthful and vibrant, with floral and fruity notes.

RRP: \$22.95
Stockist: Creative Brands
Tel: 1300 650 981



Sun-kissed flawless face

Wet weather across Australia has customers seeking ways to fake a sun-kissed look. Sugar Baby Illuminating Face Tint delivers healthy, glowing, radiant, summer skin. Use alone or over your favourite foundation for flawless skin. Packaged in a cute bottle, it dries quickly for a better-than-natural tan.

RRP: \$16.95
Stockist: Sax International
Tel: 03 9568 5999



DISPENSARY CORNER

THE future of dentistry has arrived in London.

A dentist in the UK capital is giving patients "online check-ups" in which he examines their teeth via webcam and then decides if they actually need a personal consultation.

The entrepreneurial Jerry Watson said the technology means he can work on patients at four clinics at once.

The cameras are located at one of Watson's 'Toothplace' dental surgeries, where patients attend and are charged £50 for the internet examination and a clean by a dental hygienist.

But he said there's no reason people couldn't get a check-up at home if they have a high quality webcam.

"What we need for the future is cameras in electric toothbrushes," he enthused.

"That would be fantastic."

ACTUALLY, hard work really can kill you, according to a study released today in the UK.

The long-running research project studied more than 10,000 British public servants, linking on-the-job stress with heart disease.

They found that chronically stressed workers had a high correlation of coronary problems, particularly for people aged less than fifty.

"This study adds to the evidence that the work stress-coronary heart disease association is causal in nature," the researchers wrote in the *European Heart Journal*.

Stressed workers had higher levels of stress hormone cortisol and lower heart rate variability.

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