

Win a PA08 ticket

PHARMACY assistants can win a free ticket to the PA08 conference and a Sex and the City gift pack by entering a Guild competition before the end of this month.

For a chance to win, entrants must name the cocktail made famous by the TV show.

The prize pack includes a ticket to the Pharmacy Assistant Conference on the Gold Coast, a bottle of pink champagne, 'Lovely' perfume by Sarah Jessica Parker, and a designer handbag.

Download the entry form at www.pharmacyassistants.com.

New Rimmel faces

SINGER Sophie Ellis-Bextor and model/actor Lily Cole have been signed as the faces of cosmetic brand Rimmel London.

The two women are hoped to broaden the brand's appeal in its new Autumn campaigns.

Win Designer Sunglasses!



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

The range of sunglasses includes 14 famous best-selling Designer ranges, which are available at a fraction of the Designer price.

Plus, all sunglasses come with a micro fibre soft sunglasses pouch and absorb 100% of harmful UV rays.

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

How many prestige brands has DB created at a fraction of the cost?

The first person to answer correctly each day will win.

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



Profitable drugs promoted

CONSUMER organisation Choice has called on the Federal Government to take a greater role in educating doctors about drugs after it found that heavily advertised, more profitable medicines are prescribed significantly more than cheaper versions.

According to Choice, 93% of advertisements in medical magazines aimed at doctors were for more profitable medicines still under patent.

The *Sydney Morning Herald* reported that chlorthalidone, a first-line treatment suitable for most uncomplicated hypertension patients, is prescribed much less frequently than the newer product, Coverstyl, which has been heavily promoted in the medical media.

Pharmaceutical Benefits Scheme figures show that in 2005/06 there were 35,000 scripts for chlorthalidone, costing between \$6.50 and \$17, compared with 2.8 million for Coverstyl, which costs \$31.40.

Choice's health policy chief Michael Johnston said the

problem was that industry-sponsored advertising and sales reps greatly outweighed independent sources of advice to doctors.

The report urged the Government to do more to educate doctors about medicines since it contributes so much to the cost of them.

New NPS reviews

MORE than 1,800 pharmacists and intern pharmacists have enrolled in the National Prescribing Service's new-look Pharmacy Practice Review counselling and action resource, 'Enhancing patient care in type 2 diabetes'.

Designed to better support pharmacist-patient counselling and interaction, the new materials include tear-off pads with information to use in discussion with patients, an action checklist for pharmacists to work through with patients, and the latest clinical information about best practice in drug use in type 2 diabetes.

Participants receive a feedback report that includes individual results, aggregated results of the total participating pharmacist group and expert commentary on the results.

To take part in the new Pharmacy Practice Review go to www.nps.org.au/healthpro.

Those who return their forms by 25 July 2008 will receive feedback in December 2008.






Pharmacy robbed

A GOLD Coast pharmacy was robbed on the weekend by an armed man wearing a balaclava.

Brandishing a large knife, the man demanded drugs from staff at the Parkwood Family Pharmacy.

He escaped with a quantity of drugs, and police are seeking information from the public.

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DISPENSARY CORNER

LONELY lovers in Indonesia are in mourning following the death of a woman famous for her esoteric powers in lengthening penises.

Mak Erot reportedly used traditional herbs and Islamic prayer mats to solve self-image problems of Indonesian men.

Erot's legacy will continue by her legitimate heirs who are keen to maintain the magic treatment which made their idol rich and famous.

WIIS working wonders!

An aged care home has reported that two women in their 90s have become hooked on boxing - on Nintendo Wii.

"It doesn't hurt to take out some aggression," said Violet Gyves, 95, who is a regular combatant for Rose Sanders, 98.

Along with some other residents from their care home, the two grumpy grannies organised a raffle and cake sale to raise the money to buy two consoles and some games.

PROBLEMS with obesity are nothing new!

The theory that the longest reigning monarch in Britain, Queen Victoria, was obese late in life has received a boost, with the discovery of a pair of royal knickers measuring 127cm in the waist.

The knickers are reportedly very plain, except for a small embroidered crown with the initials VR.

They'll go under the hammer with a range of other royal underpants.

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