

Win a Wii at Expo

TODAY the PSA/Pharmacy Guild's Pharmacy Expo 2008 kicks off at Darling Harbour in Sydney, with *Pharmacy Daily* one of the 100-plus exhibitors.

Visitors to our stand are able to enter a competition to win a Nintendo Wii games console - call in and say hello 9am-5pm today, tomorrow or Sun.

Avamys released

GSK has launched Avamys (fluticasone furoate) in Australia, saying the move is good news for the three million people here affected by allergic rhinitis.

Avamys is a new intranasal corticosteroid spray, effective in the treatment of the nasal and ocular symptoms of the ailment.

Win a Facial Rejuvenation Kit!

CONGRATULATIONS to Eddie Candotti, from Settlement City Amcal Pharmacy in Port Macquarie, NSW, who was the first subscriber yesterday to tell us that the

DermaNew Facial Rejuvenation Kit includes a two-speed dual action firming resurfacing tool and 75g of microdermabrasion creme.

Each day this week *PD* is giving you the chance to win a Facial Rejuvenation Kit from DermaNew, courtesy of Total Beauty Network (tbn.com.au)

DermaNew is a personal microdermabrasion system you can use in your own home.

DermaNew encourages skin cell renewal safe and effectively.

To win, send your answer to the below question to:

comp@pharmacydaily.com.au.

What skin type is DermaNew designed for?

The first person to answer correctly each day will win.

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

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Ranbaxy Pfizer Lipitor pact

PFIZER and Ranbaxy have struck a deal which is likely to see generic versions of Lipitor (atorvastatin) marketed here earlier than originally expected.

The pact comes as part of a settlement of legal tussles between the firms about patent expiries in a number of countries.

Although the move means generic Lipitor will come into the Australian market about three months earlier than expected, in Feb 2012, Pfizer gains exclusivity

in the US for an extra 18 months.

The legal battle between the companies is now settled in the US, Canada, Germany, Sweden, Italy, The Netherlands, Belgium, Brunei, Vietnam and Peru.

Ranbaxy ceo Malvinder Mohan Singh said the agreement "comprehensively settles outstanding issues between Ranbaxy and Pfizer, bringing to closure a number of ongoing patent disputes.

"This will make the world's largest selling drug more accessible to patients who will gain from the timely availability of an affordable quality option." Pfizer's Ian Read said the agreement "is a win-win because it is pro-patient, pro-competition and pro-intellectual property."

Alphapharm promo

ALPHAPHARM yesterday launched a new consumer awareness campaign, including TV and radio commercials and in-store collateral, encouraging consumers to choose generics.

There's also a trade campaign encouraging pharmacies to increase rates of substitution.

Medici briefing

MEDICI Capital is running a Pharmacy Industry Briefing in Melbourne on 02 Jul, with the topic "Impact of PBS Reforms on Community Pharmacy from a Share Market Perspective."

Details office@medici.com.au.

Cervarix UK win

THE UK health department has awarded GSK's Cervarix the sole supply contract for Britain's Human Papillomavirus immunisation program.

The scheme will see girls aged 12-13 routinely vaccinated from Sep, with a two-year catch-up program for girls aged 14-18 over the next two to three years.

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New GMiA chair

APOTEX md Roger Millichamp has been appointed as Chairman of the board of the Generic Medicine Industry Association (GMiA), succeeding Alphapharm executive director Mark Hurley.

Millichamp said the GMiA looked forward to the "challenge and opportunity" of the looming 01 Aug 25% PBS price cuts.



DISPENSARY CORNER

PEOPLE still trust pharmacists.

A Readers Digest survey released this week found that pharmacists are the fifth most trusted profession by Australians.

The study, conducted by an independent research firm, saw ambulance officers top of the list for the fifth year in a row.

According to the results people also trusted fire fighters, pilots and nurses more than pharmacists.

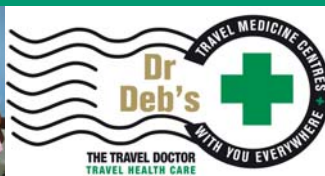
But pharmacists were deemed more trustworthy than doctors, veterinarians, dentists and lawyers.

THE Readers Digest poll also found some interesting results when it comes to trusted pharmacy brands.

Panadol topped the results, followed by Band-Aid, but other brands people trusted included Colgate, J&J, Macleans, Elastoplast, Blackmores, Natures Own, Listerine, Herron, Stayfree, Advil and Poise.

It all sounds good for a healthy future for Aussies - but the obesity epidemic may still continue, with the overall top brand winner being Cadbury Chocolate!

Just ask Dr Deb!



FOLLOWING the success of our Dr Deb competition, we have introduce a new segment to *Pharmacy Daily* called 'Just ask Dr Deb'.

Each Friday Dr Deb, "The Travel Doctor" is giving subscribers the opportunity to ask any 'travel health' related questions for her to answer and these will be published in *Pharmacy Daily* each week.

This week's question for Dr Deb -

Q - Dr Deb, a customer came into the pharmacy asking what they should do to minimise blisters when they go trekking on holiday in Nepal next month.

A - "I always advise people planning any activity that involves lots of walking to choose the right shoes and make sure they wear them in before they go. They should also tape any areas prone to blisters with a product like Compeed or Cutinova and make sure they wear clean, dry socks."

HAVE SOMETHING TO ASK DR DEB?

Email your questions to askdrdeb@pharmacydaily.com.au

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