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# pharmit

**1300 554 694** 



### Vytorin to be axed

**CHOLESTEROL** medicine Vytorin is tipped to be one of the first drugs to be dropped from the PBS after the manufacturers refused to accept a government price cut.

From 01 Aug, patients will need to purchase two separate subsidised medicines, doubling their annual expense from \$375 to \$750.

Pensioner medicine costs will increase by \$60 a year.

As part of the Federal Govt's PBS reforms, more than 300 medicines will be subject to mandatory price cuts of between 2% and 25% on 01 Aug.

Vytorin is the only medicine to be withdrawn from the PBS so far, while the price for hundreds of other medicines is expected to fall.

### **Better than meds**

GOOD hygiene is to be promoted in a new campaign as more effective than medicine in avoiding a cold this winter.

The National Prescribing Service's latest "Common colds need common sense, not antibiotics" campaign addresses people's use of vitamins, supplements and other herbal remedies at this time of year.

"The evidence currently at hand seems to indicate that vitamin C supplements, zinc and echinacea do not assist in cold prevention," said Executive Manager of Quality Use of Medicines (QUM) Programs for NPS, Karen Kaye.

Ms Kaye recommends basic hygiene practices such as washing hands frequently, keeping hands away from the face and not sharing cutlery and crockery.

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# **Beyond the Blame Game**

PHARMACIES are likely to play a key role in Australia's future health system, with the author of a key report released yesterday saying a review had showed consumers need to be more selfreliant and better able to manage their own health-care needs.

The first report by the National Health and Hospitals Reform Commission, titled Beyond the Blame Game, seeks to assign accountablity for health care between the Commonwealth and the States, with performances to be measured against a presecribed set of benchmarks.

Under the recommendations, the Federal government should be accountable for primary health care, prevention, aged care and indigenous health, while state governments would retain responsibility for public hospitals, mental health, maternal and child health and public health.

The Commission, created this year to "develop a long-term health reform plan for a modern Australia", hopes features of the report will be incorporated into the next generation of Australian Health Care Agreements.

12 areas for improvement in health care are identified as an "organising framework for improved accountability for the next AHCA's."

The areas range from the status

of Indigenous health to a focus on prevention; from ensuring a healthy start in life to ensuring timely hospital access and a well trained workforce.

Performance indicators and result benchmarks have also been identified for each of the areas.

The report recommends that failure to meet a benchmark should have a "clearly defined, and usually financial" consequence.

### RGH e-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin is the first of a two-part series covering Vitamin D Deficiency.

It discusses evidence, symptoms and who to test for the ailment, and is available at no charge from chris.alderman@rgh.sa.gov.au.

### Free hearing checks

PHARMORE Pharmacies will be offering free hearing assessments throughout July.

Run in conjunction with Australian Hearing, the checks will take place in-store at Pharmore's 18 locations in Vic.

Pensioners may also be eligible for free hearing devices.

Staff from Australian Hearing will be available during the assessments to discuss each customers' needs.

### Blackmores study

**BLACKMORES** says recent consumer research it undertook shows that the over-50s age group will "often look to their pharmacist for advice on how to maintain their health and vitality long into the future."

Director of education Pam Stone said people's greatest fear about ageing is maintaining independence, with five key areas of concern: cognitive health, eye health, heart health, bone and joint health and energy levels.

She said Blackmores new Proactive Multi for 50+ is a multivitamin formula with 24 key nutrients that support these areas.

MEANWHILE Blackmores is also inviting the industry to its 2008 Research Symposium, which will take place in Sydney in Oct.

An earlybird special of \$595 for the two-day event is available, and there's also a group discount of \$495 for bookings of three or more, and a \$250 student deal valid to 01 Sep - more info blackmores.com.au/symposium.

### Vic Guild confirms **Branch Committee**

THE Pharmacy Guild of Australia, Victoria has confirmed the Branch Committee Members for the 12 Victorian districts as: David Nolte, Dipak Sanghvi, Bill Scott, George Tambassis, Anthony Tassone, Paul Krassaris, Rob Foster, Ken Gray, David McLean, Toni Riley, Bruce Robertson and Roger Kilpatrick.

The new Branch Committee Members will assume their positions as of 30 Sep, and the Guild said nominations for office bearers will be accepted from 07 Jul to 21 Jul.

# **RGH Pharmacy**

Due to popular demand the **RGH Pharmacy Anticoagulation Handbook** 

is now available to the pharmacy industry across Australia.

The handbook gives patients important information about warfarin treatment and has a chart to record INR results.

**Repatriation General Hospital is** making it available for purchase for \$2.80 per booklet, reduced to \$2.40 for PSA and SHPA members.

More information chris.alderman@rgh.sa.gov.au







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# **New product to promote?**

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# Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy! Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



#### New for Rhinitis sufferers.

GlaxoSmithKline have released Avamys, a new corticosteriod nasal spray for the treatment of seasonal and perennial allergic rhinitis. Relieving both nasal and ocular symptoms, this once a day treatment lasts for 24 hours. It is presented in a novel nasal spray device designed to maximise patient comfort and ease of use.

RRP: Available on private presciption.

Stockist: Wholesalers

### **Even out imperfections**

Natio Ageless Illuminating Primer is a light primer that quickly preps skin to create an even surface for flawless make-up. Also new from Natio, Ageless Mousse Foundation breezes over skin for a natural satin finish. Both products are infused with essential oils to hydrate and promote younger-looking skin.

RRP: \$15.95 & \$17.95

Stockist: Natio, Tel: (03) 9415 9911





#### **Tint and glow**

Clarins new Super Restorative Tinted Cream brightens skin with an even glow, visibly reducing lines and signs of fatigue, while an SPF 20 sunscreen protects the face from sun damage. Recommended for mature skin that lacks radiance, it is also suitable for women who want lighter make-up for the weekend.

RRP: \$99

Stockist: Trimex , Tel: (02) 9663 4277

#### **Revving up with minerals**

Revlon's new ColorStay Mineral Extensions range includes Mineral Lipglaze, which claims to lasts eight hours; Lash Fantasy Total Definition Mascara, which thickens eyelashes with no clumps; and eye shadow, blush and bronzer, which are claimed to stay fresh for up to 16 hours.

RRP: \$21.95 - \$24.95

Stockist: Revlon, Tel: 1800 025 488





### **Tender angel or devil**

A youthful interpretation of Givenchy's original Ange ou Demon, this Tendre eau de toilette is a sensual contrast of light and darkness in a black and white prism, cut of a crystal pendant, with an innocent appeal. Available in three sizes from June 9.

RRP: \$65-\$115 Stockist: Givenchy Tel: (02) 96954800



Let's hope Garnier Fructis Style Endurance 24H High Stamina Styling Gel lasts as long as its name! This new hair product is formulated to deliver definition and hold without an extreme look. Touch-proof and humidity-proof, it's boosted with fortifying fruit micro-waxes and vitamins for a supple finish, and presented in dynamic packaging to appeal to the 20-39 age group.

RRP: \$6.99

Stockist: Garnier, Tel: 1300 659 259



## **₽ DISPENSARY CORNER**

HERE'S one way to ensure public toilets are hygienic.

Beijing has dispatched an amazing 8000 fully trained toilet maintenance staff for the 2008 Olympics, each responsible for a specific public restroom.

The staff are trained in hygiene standards and techniques, and have also been taught some basic English expressions.

There has also been furious debate in China about which type of dunny should be used.

Proponents for the traditional Chinese squat toilet say it's more hygienic as there is no contact.

However others say the facilities have drawn complaints from foreigners, and seated toilets are needed for the elderly and infirm.

TALK about ageing gracefully! A 77-year-old Japanese grandmother has been hired by the Italian military to toughen up their soldiers.

The five foot tall Keiko Wakabayshi is a trained expert in a formidable array of martial arts, and spends her days wiping the floor in sparring competitions with Italian soldiers.

Senior officers hope that the humiliation of losing to Miss Wakabayshi will make their soldiers stronger.

THIS dog could be the only one in the world that takes its master for a walk!

A Dachshund has become a celebrity in China for pushing his disabled master's wheelchair around the streets.

The pushy pup's owner says people on the street often mistake his wheelchair for a motorised one.

Apperently the powerful pooch works itself into a canine frenzy if it can't take its master out walking every day



Run, doggy, run!