

INVEGA on PBS

JANSSEN-CILAG'S INVEGA (paliperidone Extended Release) has been approved for PBS listing from 01 Apr.

The single daily dose drug is indicated for the treatment of schizophrenia, and has been shown to reduce both positive and negative symptoms and improve personal and social functioning.

It's the first and only atypical antipsychotic to utilise OROS extended release technology to provide a consistent release of medicine over a 24 hour period.

CHOICE sterol probe

CONSUMER group CHOICE has warned that products containing cholesterol-lowering plant sterols range widely in price per serve.

A recent investigation found that the spreads, yoghurts and milks targeted towards people with high cholesterol levels have little effect unless you consume a recommended three serves per day; in the case of spreads, this means six teaspoons of margarine.

"The thing most people don't realise is that you have to consume these products regularly

and in the right amounts to see a result," said CHOICE spokesperson Elise Davidson.

She said the products can be up to three times as expensive as their non-sterol counterparts.

Promensil trial

A NEW study has found a standardised supplement of red clover isoflavones (Promensil) has a neutral effect on breast density in women with a family history of breast cancer.

The finding is in contrast to studies showing that some conventional hormone replacement therapies (HRT) increase mammographic breast density, which has been linked with risk for breast cancer.

The three-year, randomised, double-blind, placebo-controlled trial, conducted at the Royal Marsden Hospital and the University Hospital of South Manchester, in the UK, involved 401 women with at least one first-degree relative with breast cancer.

Results also showed Promensil, a natural alternative to HRT, did not adversely affect skeletal strength or cardiovascular status.

Psoriasis study

ARANA has announced the commencement of phase II trials in Melbourne and Adelaide for a drug to treat psoriasis.

ART621 works by blocking the action of a protein involved in inflammation.

The study, which is the first new trial for Arana since the merger of Peptech and EvoGenix last year, is a precursor to testing the drug for the treatment of rheumatoid arthritis.

Two pages today

TODAY'S *Pharmacy Daily* includes our regular Health, Beauty and New Products update.

Business skills for young pharmacists

SIGMA Pharmaceuticals has announced it will offer a program for young pharmacists to fill the current void in business training.

"Areas being considered include sale and purchase of a pharmacy, rent negotiation, financial evaluation of a business, avenues for profit growth, profit and loss analysis, retail topics, legal considerations and maximising the relationship with Sigma as the wholesale, generic, OTC and retail brand partner," said Elmo DeAlwis, CEO and MD of Sigma Pharmaceuticals.

Young pharmacists employed within Sigma's branded pharmacies will be invited to participate in this national program via a series of classroom-style sessions facilitated by industry experts.

Online modules will also be progressively released this year.

Hospital project

A VENDOR for an enterprise pharmacy systems project - part of a \$375 million electronic health records program in South Australia - will be announced within a month.

The pharmacy project will start as a pilot program at Royal Adelaide Hospital in April and is expected to run for three months.

The SA health record program aims to link all clinicians and patient information within 10 yrs.

Health professionals would be able to tap into one web-based system to access to patient records using digital signatures.

New look Australis launch



COSMETICS brand Australis earlier this week unveiled a new look logo alongside its Perfection Brush On Foundation at the NSW Art Gallery.

Australis PR manager Maraika van Wessem said the launch coincided with the Archibald Prize, with the new product "the perfect tool to create masterpieces every day."

It's the biggest launch ever for Australis, and the brand will be promoted in TV and magazine ads with the aim of growing an "all new generation of Australis users who appreciate high quality, value cosmetics."

The Creative Brands team is pictured above at the launch: David Reid, Bill McCartney, Maraika van Wessem, Carla Sheehan and Andrew Christie.



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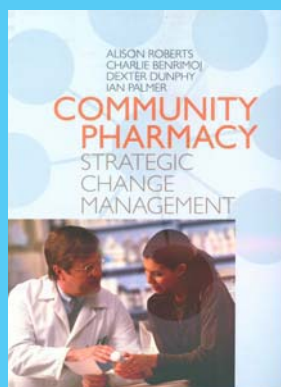
Community Pharmacy: Strategic Change Management has hit the book shelves!

The book, which covers the essential trends and issues in successful pharmacy management for today and the future has been written by S.I. (Charlie) Benrimoj, Professor of Pharmacy Practice at the University of Sydney; Alison Roberts, a research fellow in the Faculty of Pharmacy at the University of Sydney; Dexter Dunphy, Distinguished Professor and Ian Palmer, Associate Dean (Research) and Professor of Management at the Faculty of Business, University of Technology, Sydney.

The book will help community pharmacists and pharmacy owners adapt to an increasingly competitive retail environment by providing industry-specific tools for change.

Key features include authentic pharmacy case studies, development by world leading authorities utilising the latest research and balanced coverage with theoretical insights and practical focus.

The book is highly suitable for pharmacy students, providing the knowledge and skills for best practice in community pharmacy - [click here to view a list of bookstores stocking the publication.](#)



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.

Cult classic in vintage version

An apothecary vintage version of Elizabeth Arden's Eight Hour Cream and SPF 15 lip protectant stick has been released to celebrate this unique blend of healing and skin-restoring ingredients. Known as 'the original', the Eight Hour Cream was created in 1930 and is still working its magic as an all-over cream that seals in moisture to revitalise skin.

RRP: \$28

Stockist: Elizabeth Arden

Tel: 1800 015 300



DISPENSARY CORNER

A BRITISH brain surgeon used a \$50 home handyman drill to perform an operation on a fully conscious patient during a trip to Eastern Europe last week.

58-year-old Henry Marsh was visiting Ukraine to help a man with a brain tumour, but halfway through the operation the power went out.

The neurosurgeon was luckily able to grab a cordless drill and complete the surgery.

"I'm not recommending that we should all use Bosch do-it-yourself drills in England, but it shows how with improvisation you can achieve a lot," he said.

The patient was only given local anaesthetic, but Marsh said he could bear the discomfort because "Ukrainians are tough."

AUSTRALIAN women suffer significantly worse premenstrual syndrome than those in Latin America and Europe, according to research presented in Victoria recently.

The University of Melbourne's Professor Lorraine Dennerstein conducted the global study of more than 4000 women from eight countries including the UK, Australia, France and Brazil.

PMS symptoms were more significant for Australian women, where 9% of those surveyed met the criteria of at least five severe physical or mental symptoms almost every month.

Dennerstein said the results were surprising, postulating that perhaps Australian women were more aware of their bodies and reproductive-related problems.

"Whatever the reasons, it is worrying because this syndrome is very debilitating," she said.

Come-to-bed eyes

Glam'eyes Mascara delivers the ultimate in lash seduction due its Volumflex brush. Coloured in a feminine powder-pink, its supple bristles are ultra-fine for a sleekly groomed eyelash definition. Supermodel Kate Moss, the face of Rimmel London, brings this product to life by re-inventing the come-to-bed eyes look.

RRP: \$18.95

Stockist: Coty

Tel: (02) 8263 9919



Smoother pout in peach and pink

Lip Lift Glosses combine state-of-the art skincare technology with glossy, delectable colour cocktail concoctions. The result is a product that claims to fill in those pesky fine lines, smooth lips and provide intensive treatment. The colours are named after classic cocktails, such as peach daiquiri, pink lady and berry martini.

RRP: \$24.95

Stockist: Total Beauty Network

Tel: 1300 765 332



Comb for cleaner colour application

L'Oreal's new improved Excellence cr me hair colour range now comes with an extra comb that helps to distribute the formula more easily and evenly. The full-coverage appli-comb simply screws onto the applicator bottle and is ready to use. Less mess and easy application helps result in a more natural looking finish.

RRP: \$18.45

Stockist: L'Oreal Paris

Tel: 1300 659 259



Calling young sophisticates

Absolutely Givenchy is an invigorating scent with a top note of green apple, apricot and passionfruit; a middle of sweet pea, lotus and passion flowers; and a base of floating woods and crystal musk. It's billed as a signature perfume for the sophisticated young woman of today.

RRP: \$69

Stockist: Givenchy

Tel: (02) 9695 4800



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