

## PPF 30th birthday

THE Pharmacy Practice Foundation will hold a black-tie dinner at NSW Parliament House in Sydney on 13 Jun, to celebrate the 30th anniversary of its founding in 1978.

That day will mark exactly 30 years since the inaugural Council meeting which established the foundation.

As well as establishing Australia's only Chair of Pharmacy Practice, the PPF has also funded 15 Practice Tutors, two hospital based clinical Pharmacy Chairs and most recently, the first Chair of Pharmacy Management.

PPF President Warwick Plunkett said this "long list of impressive achievements has guaranteed Pharmacy's professional future and has been only possible with the unprecedented support of the full Pharmacy family, including hundreds of community pharmacists."

He's issued an invitation to all who have been involved in supporting the foundation during those 30 years to attend this special celebration.

More info and tickets available by calling 02 9351 2668.



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## Symbion slams CHOICE

SYMBION Consumer has hit back at Choice magazine's criticism of glucosamine (PD 08 May) by taking out a hard-hitting newspaper advertisement.

The ads, which appeared in metropolitan newspapers across Australia on the weekend, ran under the heading 'Glucosamine - the facts made simple'.

"The overall conclusion of the recent CHOICE article was that research on the efficacy of glucosamine as an osteoarthritis treatment is inconclusive at best, and at a placebo level at worst," said Rob Barnes, General Manager of Symbion Consumer.

"We strongly believed the accusations could not be allowed to pass unanswered and so we've taken action to set the record straight for the sake of the many

### Drug driving data

PRESCRIPTION medicine users are twice as likely as illicit drug users to drive after their use, according to new research from insurance company AAMI.

The survey, which canvassed more than 2,500 Australians about their use of prescription and illicit drugs and driving, showed that while one in 10 Australians (11%) has driven after using marijuana, cocaine, speed or ecstasy, one in five (21%) have driven after taking prescription or over-the-counter medicines, despite pack warning labels.

AAMI Public Affairs Manager Geoff Hughes said the research showed many Australian drivers were taking drug warnings lightly.

According to the findings, those aged over 55 were the biggest offenders (27%) followed by drivers aged 18 to 34 (25%).

customers who use glucosamine on a daily basis."

The Choice article, "Spotlight on Glucosamine", in the May 2008 issue, sparked a stream of negative stories on television current affairs programs and other media.

Symbion is following up its campaign with more detailed information to pharmacy customers to further reinforce its position.

"As we stated in the advertisements, independent research has proved that glucosamine helps maintain the normal structure of cartilage in the joints while a number of clinical trials have also concluded that glucosamine could reduce the risk of osteoarthritis progression by 54%," Barnes said.

The pharmacy market for glucosamine is valued at \$48.9 million per annum.

### Google health move

INTERNET giant Google has launched a medical records service that allows US users to store and manage their healthcare information online.

Google Health, which has links to pharmacies, clinics and diagnostic labs, hosts medical records on a secure platform.

The free service enables users to store and share electronic copies of information, such as prescriptions, test results, hospital stays and medical conditions.

A "virtual pillbox" can also be set up to send alerts to patients' mobiles, reminding them when it is time to take medicines.

It is seen as a major rival to Microsoft's HealthVault, which has been running since last Oct.

## Two pages today

TODAY'S *Pharmacy Daily* includes our weekly health, beauty and new products feature.

### EGO's new IDUs

EGO Pharmaceuticals is the first Australian skincare company to deploy interactive display units (IDUs) in pharmacies.

Pharmacy staff and customers in Adelaide will be the first to access useful information on caring for skin using the interactive touch screens at Nova Pharmacy and The Village Pharmacy, Burnside.

Further units are planned for pharmacies in Victoria and NSW.

### Carer funding

THE federal govt yesterday announced \$6.9m in national one-off grants for community-based respite and carer support services.

The money will be distributed through the *National Respite for Carers Program* and *Commonwealth Carelink Program*, which are estimated to be used by almost 130,000 carers every year.

### Merck Vioxx payout

MERCK & CO in the USA has announced that it will pay US\$58m to settle court action under way in 29 states relating to Vioxx marketing.

The payout will resolve a number of investigations under state consumer protection laws involving marketing of the painkiller, which was withdrawn from the market in Sep 2004 after a study found it dramatically increased the risk of cardiovascular incidents in patients who took it for at least 18 months.

## Get your copy of *Community Pharmacy* today!

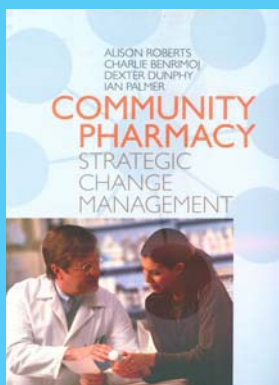
*Community Pharmacy: Strategic Change Management* has hit the book shelves!

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.](#)



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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](mailto:advertising@pharmacydaily.com.au).

### Belle of the balm

Bonnebell Lip Care Natural Fresh Flavour is a moisturising balm loaded with avocado oil, shea butter, sandalwood and jojoba to revitalise lips. Sleek new packaging and the choice of three classic fruity flavours: strawberry, lemon and mixed berries means buy one or the trio for the handbag, car and desk drawer.

RRP: \$3.99 (one) \$9.99 (trio)

Stockist: Havenhall

Tel: (02) 9316 9810



### New name for Codral PSE

Codral Cold 4 Flu is now known as Codral Original Cold & Flu Max (PSE) and will be relaunched this month with a revitalised packaging. The 24-pack combines four active ingredients which provide effective relief from colds and flu symptoms while also allowing rest.

RRP: \$14.95

Stockist: Johnson & Johnson Pacific

Tel: 1800 778 640



### Tattoo interpretation

Inspired by the godfather of modern tattoo art, Ed Hardy, comes two new scents: the Ed Hardy Fragrance for Men, a cocktail of citrus blends and mint; and the Ed Hardy Fragrance for Women, a vibrant explosion of exotic fruits and flowers. The attention-grabbing bottles come in colourful cylinder boxes.

RRP: \$79-\$119

Stockist: Cosmax Prestige Brands

Tel: (02) 9695 5678



### Turbo boost for men

Created specifically for men in their 20s, the L'Oréal Paris Men Expert Hydra-Energetic Turbo Booster is an intense recovery moisturiser that wakes up skin and reduces the visible effects of everyday aggressions such as stress, fatigue and the environment.

RRP: \$16.95

Stockist: L'Oréal

Tel: 1300 659 259

### Spinning around

SpinBrush's two moving heads and micro-cleaning bristles promise as close a professional clean as one can get outside a dentist's chair. The toothbrush claims to remove up to 70% more plaque than manual brushes, while its cup-like bristles hold more toothpaste, which may help to whiten teeth.

RRP: \$12.99 (adults), \$9.99 (kids)

Stockist: Church & Dwight

Tel: 1800 222 099



### DISPENSARY CORNER

INTERNET video-sharing website YouTube has been criticised by epilepsy campaigners for hosting a large amount of footage of people having seizures.

The British National Society for Epilepsy (NSE) said some of the videos were voyeuristic, and the "modern equivalent of the Victorian freak show," according to a BBC report.

The NSE said some of the videos had been made on the street using mobile phones, while others were taken during medical assessments and showed patients undergoing an electroencephalogram.

Clips of people having seizures have been viewed by more than 70,000 people.

IN a move reminiscent of Jurassic Park's resurrection of prehistoric dinosaurs from fossilised amber, scientists in Melbourne have implanted DNA from the extinct Tasmanian tiger into a mouse embryo.

The University of Melbourne team said the move would enable them to study the genetic material, which was extracted from a century-old museum specimen.

Dr Andrew Park said it was the first time that DNA from an extinct species had been used in a living organism.

"As more and more species of animals become extinct, we are continuing to lose critical knowledge of gene function and its potential," he said.

"This research was developed to go one step further to examine extinct gene function in a whole organism," he added.

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