

PAGE 1 Editor: Bruce Piper email: [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au)  
**GPs to work in cm**

AUSTRALIAN GPs are being pushed to measure waistlines as part of every check up, following a new finding that waist size is strongly related to the risk of death from chronic diseases such as diabetes and heart disease.

The data, published in the *New England Journal of Medicine*, says that every 5cm increase in belt size increases the annual mortality risk by 17% in men and 13% in women.

The findings reinforce the message trumpeted by the government's *Measure Up* campaign, which aims to make people more diligent in monitoring waist circumference.

The campaign provides doctors with resources to help keep patients informed about the health risks relating to obesity.

For most people a waistline of over 94cm in men and 80cm in women is associated with an increased risk of chronic disease.

## APP2009

2-5 April

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## ASMI gongs announced

THE most innovative healthcare products in the over-the-counter medicines sector were recognised in a ceremony at last week's Australian Self-Medication Industry Conference in Sydney.

The ASMI awards, which went to the most innovative products, promotions and self-care initiatives, were presented by the Parliamentary Secretary for Health and Ageing, Jan McLucas.

Taking out the awards, which were judged by a panel including a pharmacist, were:

- Pharmacy Pulse Excellence in Service & Sales Initiatives - Ego Pharmaceuticals (Gold Winner), Wyeth Consumer (Silver Winner), GSK Consumer (Bronze Winner)

### DuroTram on PBS

DUROTRAM XR has become the first Schedule 4, 24 hour pain relief pill to be listed on the PBS.

The listing is to treat pain when aspirin and/or paracetamol alone is inappropriate or has failed.

The once-daily prescription medication is a simplified version of Tramadol, and like with other tramadol preparations, patients should consult their doctor or pharmacist before using other medications in conjunction.

- Best New Introduction of a Consumer Health Care Product - Bayer Australia's male fertility treatment, *Menevit*

- Best promotion of an existing consumer healthcare product - GlaxoSmithKline's low dose aspirin, *Cartia*

- Best Self Care program - Bayer Australia's *Canesten* online thrush test

- Best Sales Force Initiative - Grocery and/or Pharmacy - Reckitt Benckiser's *'Eight Step Call Process'*

The executive director of ASMI, Juliet Seifert, said the winners "can be proud of their achievement in a highly competitive market."

### APP rego opens

REGISTRATION is now open for the Pharmacy Guild's annual national conference, the Australian Pharmacy Professional 2009 Conference and Trade Exhibition.

The event will be held at the Gold Coast Convention and Exhibition Centre from 02-05 Apr 09, and the theme will be "The new frontier: bringing solutions to your pharmacy practice."

For details and to register go to [www.appconference.com](http://www.appconference.com).

## WIN Australis 21st Anniversary collector lipsticks!



Pucker up ladies - it's time to party!

Australis is turning 21 this year, and to mark the occasion Australis has teamed up with *Pharmacy Daily* to give readers the chance to win a set of its recently launched limited edition range of collectors lipsticks.

These lipsticks are not only in the most popular shades for Summer 2008, but they also capture colours from the passing decades.

The collection includes Disco Fever, High School Sweet Heart,

21 Diamonds, Demure, Bathing Beauty and Red Carpet.

Each lipstick retails for \$12.95, but to receive the whole collection for FREE, simply send through the correct answer to the following question:

**Name one lipstick tip from the Australis website.**

Send your answer through to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au) and the first correct entry will win the prize, so hurry!

Tip: Visit the Australis website [www.australiscosmetics.com.au](http://www.australiscosmetics.com.au)

### DISPENSARY CORNER



WHAT do astronauts drink while they're in space?

A wee problem has arisen on the International Space Station, with NASA admitting that it is having troubles with a system designed to recycle astronauts' urine into drinking water.

The station is undergoing a number of upgrades this week to get ready for next year, when the number of residents will double from three to six.

But the three new tenants might find themselves in a sticky situation, because as yet the new drinking water system's distillation process is still faulty, meaning that instead of water the adventurers would be quaffing cups of their own semi-diluted urine.

COMMUNITY outrage has forced a Spanish nightclub to axe plans to stage a raffle for breast enlargement surgery.

Advertisements for the event, dubbed *Pretty Woman* and labelled by the Pacha nightclub in Valencia as a 'Tribute to Women', included a picture of a big-breasted woman holding what appeared to be a scalpel.

The club also stressed that the winner could choose laser hair removal instead of having breast implants.

The nightclub has now apologised to "all people and institutions which may have felt offended by this initiative," saying "at no moment did it intend to disrespect anyone."

The official in charge of the Valencia region said the raffle was "an affront to the dignity of women."

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