

## Lice products fail

MOST head lice treatments sold in pharmacies greatly overestimate their efficacy, according to a Queensland study.

Researchers used in vitro tests to compare Quellada (permethrin) and six products containing botanical extracts and found that five (Lice Blaster, Lysout, Moov, Neutralice and Praneem) killed less than 20% of the lice three hours after treatment.

The exception was Tea Tree Gel, which killed 96% of lice.

Permethrin treatment killed 82%, indicating some resistance to Quellada, the researchers said in *Medical and Veterinary Entomology*.

"Only products that cause a minimum mortality rate (e.g. 80%) should be licensed for sale," they said.

## Don't switch - ASMI

THE Australian Self-Medication Industry has warned pharmacists that attempts to 'switch' customers to private label brands "pose a risk to customer loyalty and profitability."

ASMI exec dr Juliet Seifert said a recent mystery shop showed about 13% of pharmacy staff tried to convince consumers to use a private label brand rather than a recognised branded product.

"All the evidence suggests that chasing a slightly higher profit margin from private label products can be at the cost of longer term returns," she said.

ASMI cited community pharmacy business analyst Bruce Annabel of Johnston Rorke, who said a proliferation of private lines was "like a slow death because it runs down the value of the product and encourages people to buy on price rather than quality."

"The S2 and S3 categories are the most profitable in the retail space and some pharmacies just seem to be taking them for granted," Annabel added.

## Another 3 years of Kos

PHARMACY Guild National President Kos Sclavos has been re-elected unopposed for a further three year term, meaning he will now lead the Guild until 2011.

Sclavos has been president since 2005, and said "It is an honour to serve Guild members and community pharmacy."

"We have an ambitious program over the next 12 months, especially in the area of health IT, and so that will be my first priority," he said.

The Guild national council election results will see five new faces on board, including Mackay-based Mike Farrell, who already has some experience on council having stood in for Sclavos when he was in New York on family leave some years ago.

The full list of National Councillors for 2008-2011 is:  
**National President** - Kos Sclavos  
**Qld** - Tim Logan and Mike Farrell  
**NSW** - Si Banks, Peter McBeath and Paul Sinclair  
**Vic** - Dipak Sanghvi, Toni Riley and Rob Foster

Shift your pharmacy into gear with the new...

**FeelGood**  
Guide



## US internet attack

NEW legislation passed by the US Congress this week aims to tackle the problems of online prescription drug trafficking, abuse and availability.

The Online Pharmacy Consumer Protection Act mandates that medications must be prescribed in a face-to-face consultation, as well as adding a new requirement that any pharmacy which dispenses via the internet must have a special endorsement from the Drug Enforcement Agency.

The act also increases penalties for illegal supply and requires online pharmacies to clearly identify their location, identity and licensing on their websites.

Tas - Judy Liauw and Julianne Drewitt

SA - Ian Todd and Scott McGregor

WA - Lenette Mullen & Harry Zafer

NT - Nunzio Meta

ACT - Pat Reid

## Charm success

PHARMACIST and ceo of Charm Health, Janine Garrett, has won the 2008 Women in Technology Outstanding Achievement Award and secured a major contract with Queensland Health.

Ms Garret, who taught herself computer programming and completed a Masters in Information Technology, was recognised for her work to develop software applications designed to support health professionals treating cancer patients.

The system allows doctors, nurses and pharmacists to access the same info about a patient.

This week Charm Health also sold its Pharmacy Oncology Information Management Solution to Qld Health for implementation at major hospitals.



## DISPENSARY CORNER

"I'VE just cut my arm off."

That was the greeting a man in the UK gave his neighbour when he knocked on his door after a chainsaw accident.

59-year-old John Stirling was pruning a tree when the saw slipped and severed his left arm.

He went to get help from next door, with shocked neighbour Steve Francis saying "he was as relaxed as can be."

Francis fetched the missing limb and packed it in a bag of frozen party pies while waiting for an ambulance.

Mr Stirling is recovering after 14 hours of surgery to reattach his arm, with early indications of a successful operation.

POLITICAL correctness has really gone too far at the Student Union of Manchester University, where the ladies and gents bathrooms have been renamed as 'Toilets' and 'Toilets with Urinals' so as not to offend transsexual and transgender students.

"We've taken away that overtly gendered aspect," said the university's women's officer.

## HOT Travel Deals

WELCOME to *Pharmacy Daily's* travel feature.

Each week we plan to highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

**Adventure World and Malaysia Airlines** have teamed up to offer savings of up to \$340 per person some Borneo holidays.

Deals include the seven night 'Wildlife Tour of Borneo' from about \$3100 per person incl flights and taxes, most meals accommodation, entrance fees and an English speaking guide.

More details 1300 363 055.

**Evergreen Tours** has extended its Free USA stopover offer until the end of November on selected Canada and Alaska 2009 tours.

Savings of up to \$5000 per couple are available, with

itineraries featuring premium touring, Alaskan cruising, the world famous Rocky Mountaineer rail journey and stays in Lake Louise, Banff, Vancouver, Whistler, Jasper and Victoria.

Bookings by Nov will also incl a free two night stopover in San Francisco, Honolulu or Las Vegas. Information on 1300 364 414.

And **Club Med** has a 'Second Person Stays Free' deal for its all inclusive beach resorts in the Maldives, Bora Bora, Phuket, Malaysia and Bintan Island.

The offer is valid for ten night stays booked by 31 Oct - more info 1800 258 263.



REGISTER  
NOW

