

UK Viagra King case

A MAN dubbed Britain's "King of Viagra" has been given a stiff prison sentence after a major investigation into the supply of counterfeit medicines in the UK.

The UK Medicines and Healthcare Products Regulatory Agency said Dr George Patino (aka Giorgio Giovanni Paticciano) and co-conspirators sold fake Viagra in the UK and world wide over a 9 month period in 2005

During that period he received numerous complaints from buyers, including one claiming that "the product was coated with blue paint that was coming off the tablet."

He's been sentenced to a minimum 3 years in prison.

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GSK cuts direct program

GLAXOSMITHKLINE this morning announced the closure of its *Real Plus* scheme which distributed its products directly to more than 2000 pharmacies across Australia.

The program is a victim of the PBS reforms, with GSK saying it's "reviewed its current distribution strategy and concluded that it is no longer viable" for Real Plus to continue following the introduction of the Community Services Obligation funding pool and the statutory price cuts.

The closure is effective 01 Nov, after which time the company said pharmacies will have to order GSK products through their preferred wholesaler.

GSK spokesman Alex Gosman said the decision followed

detailed consideration.

"The program has run in various forms for over a decade with the goal of supporting Australian pharmacies and their important role in the community."

He said the manufacturer would continue to support pharmacists by working with the Pharmacy Guild "on beneficial initiatives such as MedsIndex and through the provision of information on new products and key therapy areas."

Govt eating push

THE Health Department has announced that it will develop a comprehensive, coordinated national approach to eating disorders incl bulimia and anorexia nervosa, which has the highest mortality rate of any psychiatric illness.

An investment of \$500,000 will see a new National Eating Disorders Collaboration formed comprising experts in research, education, health promotion as well as the media, with possible measures to include a voluntary code of conduct for the media and fashion industries.

NSW renewals

THE Pharmacy Board of NSW will today issue notices for the annual renewal of pharmacist registration.

The board said a web-based renewal facility would be available from tomorrow, and asked pharmacists not to attempt to renew online until then.

Win a Slimmm Starter Pack!

THIS week *Pharmacy Daily* has teamed up with Slimmm and API to bring you a fantastic new competition!

Each day for the next week we will be giving away a Starter Pack for the exciting new weight management program, Slimmm.

Slimmm is a meal replacement program, designed to fit in with busy lifestyles, it works by replacing two meals per day with shakes, soups or bars.

The Starter Pack includes a week's supply of shakes, a shaker, a program guide and 2 FREE meal replacement bars.

To enter, pharmacists simply have to send the correct answer to the following question to comp@pharmacydaily.com.au.



Today's question is:

How many litres of water per day does Slimmm recommend?

The first person to respond with the correct answer each day will win this great prize.



HINT: For clues and information visit www.slimmm.com.au.

CONGRATULATIONS to Joanna Tsang of Concord Hospital in NSW who was yesterday's winner.



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Tan booster tablets

Imedeem Tan Optimizer tablets contain natural plant extracts and essential vitamins that work from within to create a longer lasting, more beautiful tan. While still using an SPF sunscreen, the tan optimiser tablets stimulate the skin's own tanning mechanism, so customers need to spend less time in the sun for a golden tan.

RRP: \$120 (60 tablets)
Stockist: Incolabs
Tel: 1800 025 607



Budget blues for eyes

Miki eye shadows invite women to play with their eye colours. The eye shadows come in four colour palettes of stylish greens, blues, browns and mauves to suit all fashion statements for all ages.

RRP: \$6.90
Stockist: Sax International
Tel: 03 9568 5999



Magic at fingertips

Clarins Fond de Teint Lisse Minute is a mousse-like foundation with an instant smooth-perfecting touch. Wrinkles appear filled in and smoothed, and the skin transforms under the fingertips to become flawlessly velvety and translucent. Available in five shades.

RRP: \$58
Stockist: Trimex
Tel: (02) 9315 9408



Longwear meets skinwear

Almay TLC Truly Lasting Color Pressed Powder is a long-wearing pressed powder to nourish skin while seamlessly blending for a flawless finish that lasts for 16 hours. Infused with a nourishing blend of natural ingredients, the lightweight formula is hypoallergenic with SPF12 sun protection.

RRP: \$25
Stockist: Revlon
Tel: 1800 025 488



Simply stylish

Van Heusen's Providence combines a fresh bite with classic undertones of cedar wood and tonka bean. It suits men aged from their early 20s to mid-40s who are funky and fashion conscious yet sophisticated.

RRP: \$34.95 - \$49.95
Stockist: Van Heusen
Tel: (02) 8709 8800



Vitamins to the Lips!

New Australis Vita-Sheen Lip Gloss delivers a glossy sheen to the lips along with multi-vitamins and jojoba for ultra moisturised lips. Available in 5 summertime shades - Manic Melon, Coco Cabana, Pina Colada, Peach Melba and Strawberry Daquiri it is great tasting and a convenient size. Available from November.

RRP: \$9.95
Stockist: Creative Brands, Tel: 1300 650 981



DISPENSARY CORNER

HERE'S a unique use for soiled baby nappies.

Ukrainian boxing champion Vitali Klitschko has revealed that he used his son's wet diapers to stop his fists from swelling after winning his recent WBC heavyweight title fight against Nigeria's Samuel Peter.

"Baby wee is good because it's pure, doesn't contain toxins and doesn't smell," he said, adding that he got the idea from his grandmother.

"I wrap nappies filled with my three-year-old-son Max's wee around my fists.

"The nappies hold the liquid and the swelling stays down."

USING the internet can be very healthy for your brain, according to research published this week in the American Journal of Geriatric Psychiatry.

The Los Angeles scientists found that searching the internet by middle-aged and older people stimulated centres in the brain that control decision-making and complex reasoning.

Lead researcher Professor Gary Small said "A simple, everyday task like searching the web appears to enhance brain circuitry in older adults."

US Alzheimer's Research Trust ceo Rebecca Wood hailed the findings which she said "add to previous research suggesting that middle-aged and older people can reduce their risk of dementia by taking part in regular mentally stimulating activities.

"Older web users - 'silver surfers' - are doing precisely this," she added.

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