

Know Your Numbers

THE Pharmacy Guild of Australia and the National Stroke Foundation last week launched a new campaign in Queensland to raise awareness of Australia's second biggest killer.

The *Know Your Numbers* campaign, which runs until 31 Oct, will feature over 100 'pressure stations' offering free blood pressure (BP) tests in community pharmacies in Qld.

According to the National Stroke Research Institute, controlling and managing BP could prevent 4000 strokes a year in Australia.

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Codral ends winter on top

CODRAL has maintained its position as the biggest solid dose cold and flu brand in this year's winter season.

In a statement issued this week Codral reported retail sales of \$32.2 million and a market share of 60%, despite new entrants into the phenylephrine-based medication market.

The company claims the results show that "the majority of consumers choose a well-known trusted brand to help relieve their various cold and flu symptoms."

Codral said that according to new data, its phenylephrine-based products like Codral Day & Night New Formula Tablets were the most popular with consumers,

with two of its top three sellers containing the compound.

The Codral brand is owned by Johnson & Johnson, who said that their other upper respiratory tract (URT) brands, including Sudafed and Benadryl, also fared well this season.

Sudafed topped the sinus category with retail sales valued at \$12.9 million, while Benadryl sales reached \$8 million in the cough liquid market.

Johnson and Johnson said that URT sales in 2008 reached \$281.7 million, a figure boosted by a 4.7% growth in cold and flu retail sales compared to 2007, and a 13% jump in cold and flu stock units sold.

IMS Young Pharmacist attends FIP

THE inaugural winner of the Australian College of Pharmacy Practice & Management IMS Young Pharmacist Innovation Grant (ACPPMIMSYPiG), Cairns-based Georgina Lippis, has returned from Switzerland after attending the FIP (International Pharmaceutical Federation) conference in Basle.

Lippis said attending had opened her eyes to Australia's leading position in the pharmaceutical world, particularly when it comes to professional services.

"Australia is one of the only countries in the world that has done research on professional services and used it to lobby government so that community pharmacists get funding.

"This surprised me considering the attitude of some Australian community pharmacists to accessing this funding... I consider professional services to be the



future of community pharmacy in Australia," she said.

Perry Stam of IMSHealth, pictured above with Georgina, said she was an "active and enthusiastic pharmacist who has already made a significant contribution to the ACPPM."

Lippis will be speaking about her experiences at FIP at the College Conference 04-08 Mar 09 in the Yarra Valley.

The 2009 winner of the Young Pharmacist Innovation Grant will also be announced at that time.

Warfarin warning

ACCORDING to the Threats to Australian Patient Safety (TAPS) study, warfarin remains one of the largest threats to a patients safety in general practice, stressing the need for patient education whenever warfarin therapy is commenced.

A report in *Australian Family Physician* said clinicians must take responsibility for providing patients with a management plan, regular INR testing and ensure necessary dosage changes.

Psoriasis Day

TODAY is World Psoriasis Day, and this year leading dermatologists are calling for improvements in treatment not only for psoriasis but also for its psychological effects.

"Skin is the packaging in which we present ourselves to the world and when it's damaged, people often feel damaged themselves," claims leading dermatologist, Professor Alan Cooper.

While new biologicals like etanercept are exciting, good medicine and PBS rules suggest that older and more proven treatments such as vitamin A analogue acitretin are useful in lowering the dosage of other treatments and protecting against PUVA carcinogenesis, according to Professor Cooper.

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Help for chronically sleepy

Dozile Natural 2g valerian has been launched in response to data that the valerian and S3 market for sleep aids is showing rapid growth. This product may meet the needs of adults who are chronically sleep-restricted or chronically sleepy.

RRP: \$16.95

Stockist: Key Pharmaceuticals

Tel: 1800 653 373



DISPENSARY CORNER

PUBLIC health authorities in the UK have banned a man from managing food businesses for ever after he was discovered making kebabs next to a corpse.

45-year-old Jaswinder Singh was found by police making kebabs at Pappu Sweet Centre and Catering in Wolverhampton in Aug, in a kitchen where a dead man was lying on a sofa.

The officers also discovered another man smoking and repeatedly spitting on the floor, while in a room next to the kitchen a defrosting chicken "oozing blood and juices" was covered with flies.

The police ban came after a number of warnings to improve conditions after visits by environmental health officers over the previous months, one of whom had found a dead rat beneath a pot.

SURROGACY and IVF have certainly ushered in a brave new world.

A 56-year-old woman in the USA last week gave birth to triplets, with the babies actually being her own grandchildren.

Jaci Dalenberg carried the children as a surrogate mother for her daughter who wasn't able to conceive naturally.

The daughter and her husband used IVF, with embryos implanted in Dalenberg's uterus.

The two identical twins and their sister were born about two months premature by Caesarean section at a Cleveland hospital.

A news release from the clinic said the infants and their grandmother are all doing well.



Triple-action acne eraser

Papulex is a new acne solution developed to clean and protect the skin, without causing dryness, irritation, scarring or bleaching. Its triple-action formula with nicotinamide (vitamin B3) combats blemishes and pimples; zinc PCA reduces sebum production; and an anti-bacterial barrier blocks bacterial growth.

RRP: \$29 - \$39

Stockist: OTCO Global

Tel: (03) 9653 9646

Sun protection for toddlers

In the lead-up to summer, this new product has been formulated for the soft skin of toddlers. Fragrance-free and easy to use, Le Tan SPF30+ Toddler Milk is a gentle mist spray offering two hours of water-resistant UVA/UVB broad spectrum protection.

RRP: \$9.99

Stockist: Creative Brands

Tel: 1300 650 981



Dior's action man

Dior Homme Sport is imbued with the brashness of youth. With ginger as the predominant spicy note, its ardent and delightfully fresh trail highlights the duality of this new fragrance, both energetic and incandescent.

RRP: \$80 - \$110

Stockist: Dior

Tel: (02) 9695 4800

No frizz for hair in humidity

L'Oreal's Elvive Smooth-Intensive Extra Riche shampoo and masque serum offer a humidity-resistant, anti-frizz formula for especially dry, unmanageable hair. This product contains argan oil, which accounts for its rich and creamy texture, leaving hair smooth, nourished and detangled.

RRP: \$6.95 - \$10.95

Stockist: L'Oreal Paris

Tel: 1300 659 259



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