

Lipitor US ads

PFIZER'S new TV commercials for Lipitor (PD yesterday) are only being shown in the USA.

Prescription medicines cannot be advertised to Australian consumers so the ads won't be screened here.

Codeine combo education

RECKITT Benckiser, in conjunction with the PSA and Pharmacy Guild, is developing a national pharmacy education program to ensure OTC codeine combination analgesics are being used correctly.

The move follows recent controversy about alleged misuse (and NDPSC deliberations about rescheduling) of medications such as Nurofen Plus, with new PSA president Warwick Plunkett saying pharmacy is the "most appropriate forum for ensuring these medications are used correctly."

"It is imperative to ensure codeine combination analgesics are accessible and used correctly in our community," Plunkett said.

The education program will complement existing PSA guidelines and aim to help pharmacists and assistants to discuss the broad range and

suitability of the medicines.

Guild president Kos Sclavos said the Guild welcomed the program which would help staff "better understand what their customers are using these medications for and to provide the most up to date information on these products at the point of purchase."

Coles told to sell Pharmacy Direct

THE NSW Supreme Court has ordered Coles subsidiary Now.com.au to sell its shares in Pharmacy Direct to a pharmacist.

The move follows judgement against Coles earlier this year (PD 03 Apr) which found it had breached the NSW Pharmacy Act.

Coles has appealed the ruling and the orders have been stayed pending the outcome of the case.

Top pharmacy assistants

THESE two lovely ladies will be attending the national Pharmacy Assistants conference on the Gold Coast in Oct, vying for the title of Pharmacy Assistant of the Year.

Amanda Miller (left) of Charnwood Capital Chemist and Melissa Payne of Braidwood Pharmacy are the ACT and NSW finalists in the competition, having been



selected on Fri 29 Aug during a leadership workshop and judging day for both NSW and ACT state finalists at Pharmacy Guild House.

The judges said the calibre of all the state finalists this year was outstanding, describing them as "passionate, motivated and dedicated to their profession."

Sep Aust Prescriber

THE September edition of NPS' *Australian Prescriber* is out now, including articles on restless legs syndrome, foot ulcers and under-treatment of rural people with cardiovascular disease.

It also has a review of exenatide and sitagliptin, both recently approved for type 2 diabetes.



DISPENSARY CORNER

WOMEN in Cambodia are hailing a condom lubricant designed for gay men and sex workers as a miracle cure for acne.

The water-based substance is included in packets of Number One Plus condoms produced by health organisation Population Services International (PSI).

"After I used it for three days, all of my acne dried up and went away," said one user.

Local newspaper *Kampuchea Thmey* urged the company to conduct research about the phenomenon, with PSA not immediately able to comment on the apparent cosmetic benefits of their product.

HOW does this grab your gonads?

Men are being warned that the latest automotive gadget could damage their chances of having children.

Many new vehicles are now being equipped with special seat warmers, but a *New Scientist* article this month describes a research project in which testicle-testing German researchers fitted temperature sensors to the scrotums of 30 bold subjects.

They found that after one hour of sitting on a heated car seat the average scrotal temperature had risen to 37.3° - about two degrees higher than the ideal temperature for sperm production.

The discovery extends previous work in the field which found that sitting in a car for more than three hours can affect a man's ability to conceive.

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WIN A WINE BOOK FOR FATHER'S DAY



CONGRATULATIONS to Matthew Harris of MSI Taylor Pty Ltd who was the winner of yesterday's copy of *Australian Wine Vintages*.

Today is the last day *Pharmacy Daily* is giving you the chance to win a copy of the Gold Book, just in time for Father's Day this weekend.

Valued at \$34.95, the 26th edition lists Australia's top quality wineries, gives accurate prices and value at retail and auction and details when the wine should be drunk.

To enter, email your answer to the question below to comp@pharmacydaily.com.au.

Today's question is -

What does 'one-star' rating indicate in the book?

The prize will be awarded to the first correct response.

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