



The Pharmacy
Guild of Australia

This week's update from the Guild

Ask Your Pharmacist

Ask Your Pharmacist Week 2008 will commence on Sunday 28 September and end with the Guild's 80th Anniversary Gala Dinner, to be held in Melbourne, on Saturday 4 October.

This campaign will build on the success of previous Ask Your Pharmacist Week celebrations, including the very successful 2007 event.

Ask Your Pharmacist Week 2007 gained excellent national, regional and local media coverage, with over 5000 pharmacy resource material kits distributed to Guild members nationally.

The campaign generated over 2.9 million media impressions and combined visits of over 2234 visitors to the Ask Your Pharmacist website and www.medicines.org.au.

The 2008 event will focus on the Quality Care Pharmacy Program (QCPP), the Guild's 80th Anniversary and the launch of the 2009 Pharmacy of the Year Awards.

The week will promote pharmacists as medicine and health care experts, and pharmacies as quality health care destinations.

Given the success of previous campaigns, the Guild hopes members will enthusiastically support Ask Your Pharmacist Week 2008.

This can be done by utilising resources that will be provided by the Guild's National Secretariat to promote pharmacy in your store and with local media.

Ask Your Pharmacist Week is a great opportunity to put your pharmacy and the great service it provides in the spotlight.

If you would like to register your interest in this year's activities, please email your details to aypweek@guild.org.au.

MA wants code feedback

PEAK pharmaceutical manufacturer group Medicines Australia is inviting public submissions to a review of its Code of Conduct.

A panel has been formed to look at the existing code, which last year levied millions of dollars in fines on members, generally for inappropriate marketing of prescription medications.

"We need to ensure that the Code continues to meet public and professional expectations," said ceo Ian Chalmers, saying MA had written to more than 200

organisations inviting submissions.

The review process, which happens every three years, is expected to take up to 12 months and the closing date for submissions is 10 Oct 08.

For acne, naturally

OTCO Global has announced the launch of Papulex, said to be a "natural alternative for acne-prone skin."

Active ingredients include nicotinamide (Vitamin B3), Zinc PCA and an anti-bacterial barrier, and unlike many other treatments it doesn't contain bleach.

Peplin phase III

ASX-LISTED Peplin Inc has today announced its first Phase III clinical trial to confirm the efficacy and safety of PEP005 (ingenol mebutate) gel for the treatment of solar keratoses.

RGH E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of Januvia (sitagliptin), which has been recently PBS-listed for diabetes treatment.

The bulletin is available from chris.alderman@rgh.sa.gov.au.

AJP Awards winners

CSL Biotherapies' Flomaxtra has been named best ethical product in the *Australian Journal of Pharmacy Awards* 2008.

Best OTC (open) product was Bayer Healthcare's Novalac, and best S2 product was Boehringer Ingelheim's Bisolvon Chesty Forte.

Bayers Menevit won the best complementary medicines health product category.



DISPENSARY CORNER

HEALTH authorities in France have charged a man for operating an illegal plastic surgery clinic.

Michel Maure has now been sentenced to three years in prison after convincing hundreds of patients to undergo procedures in his "dirty premises" between 2002 and 2004.

He was also ordered to pay a €75,000 (A\$160,000) fine and to compensate his victims, about 100 of whom had complained of permanent damage to their health as well as disfigurement.

The disgraced doctor had reportedly described himself as "one of the greatest surgeons in the world."

THIS could certainly work for a minoxidil marketing campaign.

Air New Zealand is recruiting people to act as 'Cranial Billboards' as part of a move aiming to promote its flights.

Successful applicants will have their heads shaved on the spot and branded with a temporary tattoo, which will be visible for about two weeks.



He knows Air New Zealand like the back of his head.

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