

Today's issue of PD

PHARMACY Daily today has two pages incl our regular Health, Beauty and New Products feature.

To have your product included send info, price and pack shots to newproducts@pharmacydaily.com.au.

API quits NPSA

AUSTRALIAN Pharmaceutical Industries has resigned from the National Pharmaceutical Services Association (NPSA).

The NPSA was formed some years ago to "promote the interests of full-line wholesalers" with API a key member of the group, along with 16 other distributors.

Sigma and Symbion remain as members of the NPSA and said they expect to continue to engage with the Guild and government where relevant, in particular relating to the CSO and the Guild-Govt agreements.

It's not clear at this stage why API has quit the association.

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Pharmacy warfarin R&D

A MAJOR research and development program is set to address how pharmacists can help reduce the risk of medicine misadventure associated with the use of warfarin.

The new study, announced by the Pharmacy Guild today, will trial medicine management services designed to assist high-risk patients, particularly after they are discharged from hospital.

It aims to develop a model of care for therapy management, involving community pharmacists in partnership with other health

professionals, for the 200,000 Australians already taking warfarin.

The government-funded project is a joint effort between the Pharmacy Guild of Australia and the University of Tasmania, University of Sydney, University of South Australia and University of Wollongong.

"We want to examine how community pharmacists, as health care professionals, can play a role in assisting patients with the management of their warfarin," said acting national president of the Guild, Harry Zafer.

"We know that a number of patients using warfarin are readmitted into hospital very soon after discharge.

"This is usually due to their medicine not being managed optimally," he said.

New BP website

THE UK Medicines and Healthcare products Regulatory Authority (MHRA) has launched a new British Pharmacopoeia website, with a "cost-effective subscription service" giving access to new and revised monographs.

See www.pharmacopoeia.gov.uk.

Bayer takeover talk

SHARES in German drug manufacturer Bayer surged overnight amid speculation that the firm could be the subject of a takeover by US rival Pfizer.

SHPA grant alert

THE Society of Hospital Pharmacists of Australia says there are still some grants open for 2008, including the Baxter NW Naismith Management Grant of up to \$10,000 to attend a relevant professional meeting such as FIP.

Applications close 30 Sep; more info www.shpa.org.au.

Migraine massage

MASSAGE therapy can be an effective treatment for migraines, according to research released for Massage Week.

A study of 47 migraine sufferers were randomly assigned to massage or control conditions for 13 weeks.

Compared to control participants, those receiving massages exhibited greater improvements in migraine frequency and sleep quality during the intervention weeks and three follow-up weeks.

During massage sessions, they noted decreases in state anxiety, heart rate and cortisol.

Win a Polishing Body Wash!

CONGRATULATIONS to Lisa Matthews of Albion Park Pharmacy in NSW who was the lucky winner of yesterday's competition.

EACH day this week *Pharmacy Daily* is giving you the chance to win a Polishing Body Wash from DermaNew, courtesy of Total Beauty Network.

The Body Wash is a total body cleansing gel, exfoliating and helping to remove cell debris and polish your skin.

For a chance to win, send your answer to the below question to: comp@pharmacydaily.com.au.

It gently exfoliates what kind of skin?

The first person to answer correctly will win.

HINT: Go to www.tbn.com.au each day and click on the DermaNew logo at the top of the page.



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Baby boom coming

STOCK up your baby care section - Australia is on the verge of a baby boom, according to federal health minister Nicola Roxon.

She's today launched a discussion paper about improving maternity services across Australia, including shortages in remote-area maternity services and rising levels of post-natal depression.

After a slowdown from the early 1970s to the early 2000s, Australians have returned to "high breeding rates," and pharmacies are well-positioned to help new parents.

Middle ear disease burden

GENERAL practitioners treat 70% cases of otitis media in kids under 15 years of age with antibiotics, a study has found.

The report, developed by Access Economics, also found that antibiotics comprise around 91% of GP-prescribed medications for otitis media in children of this age group.

Doctors have warned of an "alarming" volume of antibiotic prescriptions and are calling for a focus on preventive strategies.

"What is of concern is the potential for antibiotic resistance to develop, especially in those children who are presenting with otitis media quite frequently," said Dr Peter Eizenberg of the North East Valley Division of General Practice in Victoria.

The report estimated that this year more than 575,000 Australians will be affected by the disease, costing the health system up to \$163 million.

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Puff of blush

The Eternal Spring collection ushers in a new blush delivery system to the Inika range for a limited time. Peach Puff comes in a little pot with a cute puff for a no-fuss application on the go.

RRP: \$37.95

Stockist: Inika

Tel: 1300 146 452



Match your face to your tan

Le Tan's Shimmer Bronzer Brush is a clever brush that holds the bronzing powder inside its handle for easy application. Because many women do not like to apply artificial tan to their faces, Le Tan have come up with this bronzer that perfectly matches their artificial tanners. So body and face can always match.

RRP: \$14.99

Stockist: Creative Brands

Tel: (03) 9574 2100



Dissolves away stress

The Bush Essentials Massage Oil is ideal for a sensual or remedial massage. As all the ingredients - such as macadamia, jojoba, patchouli, lemon myrtle and bergamot - are 100% natural, the oil is safe to use during pregnancy and later for the baby.

RRP: \$30

Stockist: Bush Essentials

Tel: (07) 5445 3383



Summer delights

The Estee Lauder Pure Color Delight makeup collection comprises five summery looks - berry, candy, mint, vanilla and honey. The new range is inspired by the Pleasures Delight fragrance.

RRP: \$36 - \$64

Stockist: Estee Lauder

Tel: 1800 061 326



Restores skin balance

SHE Anti Aging Rosehip Oil delivers antioxidant and anti-ageing benefits to nourish and restore balance to the skin. Its pure cold pressed oil enhanced with natural vitamin E reduces the appearance of scars, blemishes, sun damage and nourishes dry, sensitive skin.

RRP: \$14.95 (16 units of 15ml rosehip oil)

Stockist: She Corporation

Tel: (03) 9383 5077



Aquatic accords

Nautica Voyage recalls the spirit of the sea with deep elements of drenched mimosa, a sail cloth accord and water lotus. Top notes of watery green leaf and cut apple introduce the fragrance, while a rich blend of damp moss, musk, and refined woody amber anchors it.

RRP: \$75 - \$110

Stockist: Coty

Tel: 1800 812 663



DISPENSARY CORNER

THERE'S widespread outrage in China this week after a Shanghai supermarket advertised condoms at a special 'back to school' price.

Critics say the shop shouldn't be targeting students, saying the offer could "distract them from their studies".

URGENT cholesterol check needed here.

A US man claims to have eaten 23,000 McDonald's Big Mac hamburgers over the last 36 year, blaming the gluttony on obsessive-compulsive disorder.

54-year-old Don Gorske has kept the receipt from each purchase in a box, and says he's only ever skipped one day - when his mother died.

THIS family will be a good pharmacy customer, with purchases for both the very young and the very old.

Health officials in France have confirmed that a 59-year-old woman gave birth to triplets this week, after going abroad for donated eggs.

The delivery will have been a big relief for the grandma-aged mum, with the babies weighing between 2.1kg and 2.4kg.

DENTISTS in Germany are warning goths that filing their teeth into sharp points isn't good for long term mouth health.

The fad for vampire-like teeth is popular in the appropriately-named northern city of Munster, with a health insurer warning that filed canines lack their natural enamel and are prone to decay or breakage.

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