

## Guild slams draft retail award

THE Pharmacy Guild is reportedly disappointed that a draft review of the retail award by the Australian Industrial Relations Commission (AIRC) has incorporated pharmacy alongside other retail operations.

The 'Exposure Draft' of the Retail Industry Award 2010 issued this week covers a wide range of pharmacy classifications including pharmacy assistants, trainees, dispensary assistants and pharmacists-in-charge.

The Guild has previously asked that pharmacy be treated as a unique case, rather than being lumped in with 'Retail' awards, because of its health care role.

The AIRC issued a statement saying that the modernised award is just a draft and concerned parties "will have the opportunity to consider their positions" ...and "make further comments."

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## Pharmacists push biologics

HOSPITAL pharmacists are said to be "pivotal" in driving the uptake of biosimilar drugs "given their role in drug procurement and generally greater cost awareness," according to a report issued this week.

The use of biologic drugs is projected to be responsible for driving growth of the pharmaceutical market over the next five years, says independent market analyst Datamonitor, which cited the rise of "old age diseases", such as cancer and arthritis for increased demand.

### Valtrex indication

GLAXOSMITHKLINE has today announced that Valtrex (valaciclovir) is now indicated for the treatment of recurrent cold sores.

The company said Valtrex should be initiated during the prodromal phase when patients experience tingling, itching and burning around the mouth and lips and "for this reason recurrent cold sore sufferers should be encouraged to always have their treatment handy."

### Corum wins case

LISTED pharmacy software supplier Corum Health has won a NSW Supreme Court action against its former managing director.

Nigel Purves was sued over losses and damages totalling \$282,000 after he was alleged to have breached his fiduciary and statutory duties in claiming expenses of more than \$90,000 to which he was not entitled.

Mr Purves has been ordered to repay overpaid consultancy fees and Corum's costs.

The complex development and manufacturing processes, and market dominance commonly associated with biologics, also means that they are priced at a considerable premium to small molecule drugs.

The need to constrain rising pharmaceutical expenditure is therefore driving the emergence of biosimilars in Europe and the US, stated the report.

Pharmacists and doctors are making decisions now which will impact on the rate and extent of biosimilars uptake, said Datamonitor healthcare strategy analyst Pam Narang.

"Hospital pharmacists are likely to promote biosimilar uptake if it is financially advantageous to do so, although like physicians, they have safety and efficacy concerns which will diminish with time on the market," she said.

### ASMI nominations

AUSTRALIAN Self Medication Industry is calling for nominations for its Committee of Management, which is elected annually by and from its membership.

Nominations close at 4pm on Tue 30 Sep; more info [www.asmi.com.au](http://www.asmi.com.au).

### Gardasil expansion

THE US Food and Drug Administration given approval to an application from CSL Limited which will allow its Gardasil cervical cancer vaccine to be indicated for prevention of cancer of the vulva and vagina for females aged between nine and 26.

## Hot/cold recalls

THE Therapeutic Goods Administration yesterday issued an urgent safety advisory relating to 16 hot/cold pack products and reiterating that parents should ensure that all such products are kept out of reach of children.

The TGA has recalled more of the packs including some sponsored by 3P Pty Ltd, Brand Promotions, Eastland Medical, Glenageary Pty Ltd, Kendall, Orthopaedic Appliances and Tinsonax NSW Pty Ltd.

The move follows a recall of Theroskin packs (PD 03 Sep) after investigations found that they contained toxic ethylene glycol rather than propylene glycol - with the issue exposed when a child sucked on one of the products thinking it was an ice block.

## Concerns with e-health records

MICROSOFT'S managing director of worldwide health has expressed concern about Australian software developers' rush to build personal e-health records as part of the push towards electronic prescribing.

The move risks creating "new silos of unconnected patient information", Neil Jordan said in *The Australian*.

He warned not to build personal health records separately or it will create the same problem as currently found with e-health records.

In the US, Microsoft has created HealthVault, a consumer health web-based platform, but it cannot be launched in Australia until it complies with local privacy laws.



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### Beckhams' latest fragrance

Celebrity couple David and Victoria Beckham introduce their captivating new duo fragrances: *Signature For Him* and *Signature For Her*. The two perfumes, with floral oriental and woody notes, symbolise everything this iconic couple are: sensual, passionate, ambitious and seductive.

RRP: \$75 - \$95

Stockist: Coty, Tel: 1800 812 663



### Overhaul winter skin

Innoxia's Skinline-Defy Repair Serum targets wrinkle reduction while protecting against environment aggressors. The manufacturer claims that wrinkle depth is reduced by up to 62.8% in 28 days, due to high-potency ingredients such as Vitazyme ACE (a rich source of vitamins A, C and E), snap-7, aquaflex and ronaspheres.

RRP: \$32.95

Stockist: Incolabs

Tel: (02) 8823 9200

### Body Spray with Attitude

Evolve bodysprays have released three new fragrances for girls who want attention. *Smitten Kitten* is a mix of blackberry and raspberry on a rich woody base. *Fashion Assassin* is a floral bouquet of exotice scents and *Paparazzi Pout* has an original musk fragrance.

RRP: \$4.29

Stockist: Creative Brands, Tel: 1300 650 981



### Like a salon tan at home

Pure Tan offers the latest in sunless tanning with two take-home tan products for a fast, easy, professional looking tan. The Pure Tan Face and Body Spray on Tan offers a quick five-minute full body application with an active ingredient derived from cane sugar.

RRP: \$34.95

Stockist: Pure Tan, Web: [www.puretan.com.au](http://www.puretan.com.au)

### Create a storm

Max Factor's Monsoon Uprising reflects the key Spring/Summer 2008 look with uncompromising boldness of lips and eyes. The high-impact look with smouldering striking eyes and glossy well-defined lips is perfect for the femme fatale in every woman.

RRP: \$19.85

Stockist: The Heat Group

Tel: 1800 181 040



### Sweet shades of summer

Australis Cosmetics is already getting for summer with its *Midsummer Nights* collection. The colours include glistening green eyeshadows, pouty pink lip shades, romantic blushes and peachy nails for a sweet doll-like look for the coming season.

RRP: \$7.95 - \$17.95

Stockist: Creative Brands

Tel: 1300 650 981



### DISPENSARY CORNER

THERE'S been a major breakthrough in genetic research in Israel, where scientists are using DNA analysis of dog droppings to punish pet owners who allow their canines to soil the streets.

Officials in Petah Tikva near Tel Aviv are asking dog owners to take their pets to a municipal veterinarian, who swabs the dogs' mouths to collect DNA.

A database created from the information will then be used to match faeces to a registered dog and so identify its owner.

The project also involves special bins, and owners who are identified as scooping up their pets' droppings will be eligible for rewards incl pet food coupons and dog toys.

A spokesman claimed the DNA database could also be used to research genetic diseases in dogs, check out canine pedigrees and identify stray animals rather than relying on electronic chips.

"The sky is the limit on how far we can take this," he said.

A CURIOUS juxtaposition was viewed in London this week when the world's smallest man got together with the leggiest woman in Trafalgar Square.

The pair, pictured below, were taking part in the launch of the 2009 Guinness World Records.



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