

iNova rhinitis deal

INOVA Pharmaceuticals has announced an exclusive agreement for a "patent submitted, clinically proven novel nasal spray" for the treatment of non-allergic rhinitis.

The deal with Italian company PH & T gives iNova exclusive rights to register and conduct a market evaluation to assess the product's commercial merits and approaches for marketing and distribution.

The product is claimed to provide long term symptomatic relief after a single three-day treatment course, and unlike other non-allergic rhinitis treatments is steroid-free.

iNova said that once registered it would make it available to selected patients under doctors' supervision from November this year, and plans to launch the product in commercial quantities from mid-2010.

CEO Andrew Howden said Australia was the first market outside of Europe for the product, which also had potential for "many other countries."

NDPSC acts on codeine

THE National Drugs and Poisons Schedule Committee this morning confirmed major changes to the scheduling of medications containing codeine, including reducing pack sizes and making some combination products S3.

The committee made the decisions at its June meeting, from with the outcomes were published today on the TGA website.

The codeine amendments have a delayed implementation date of 01 May 2010, and include restriction of sizes to "packs containing not more than 5 days of supply at the maximum dose recommended on the label".

Codeine products for cough and colds containing 10mg or less of codeine per dosage unit and combined with phenylephrine remain as S2, but all other combination products have been changed to the pharmacist only schedule 3 classification.

The S3 products include codeine when "compounded with one or more other therapeutically active substances, of which not more than one is an analgesic substance, in divided preparations containing

Website ads bogus

AN analysis of internet search results have found that almost 90% of internet pharmacies advertising on Microsoft's Bing search website are fraudulent or illegal.

The report by US consumer group KnuiOn found that many of the advertisers had links to Eastern European crime syndicates.

Responding to the ads resulted in supply of a range of medications - often counterfeit - without a script.

Similar results are expected for Google and Yahoo!, with a KnuiOn spokesman saying: "The most striking factor is these people are paying for marketing."

"They are actually investing in their products and that tells me they are making lots of money."

TNF cancer warnings

THE US FDA has ordered stronger warnings in the prescribing information for TNF blockers, highlighting an increased risk of cancer (and psoriasis) in children and adolescents who receive the drugs to treat juvenile rheumatoid arthritis, Crohn's disease and other inflammatory illnesses.

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Global trial protocol

THE European Medicines Agency and the US Food and Drug Administration have agreed on new a bilateral Good Clinical Practices initiative, aiming at ensuring that clinical trials submitted in drug marketing applications in Europe and the US are "conducted uniformly, appropriately and ethically."

The initiative will begin with an 18 month pilot phase from 01 Sep, with collaborative efforts to inspect clinical trial sites and studies.

Gardasil approval

CERVICAL cancer vaccine Gardasil has been approved by the TGA for sale for women in their 40s.

The free national vaccination scheme for women aged 18-26 ended last month, but the vaccine will continue to be given free to year 7 students.

PBS pricing update

THE Health Dept has advised corrections to the price of some extemporaneous products and containers in the 01 Aug Schedule of Pharmaceutical Benefits.

Details at www.pbs.gov.au.

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WIN A BURT'S BEES PRIZE



CONGRATULATIONS to Juliana Kobryn of Blooms Chemist Springwood who was yesterday's winner of the Burt's Bees Radiance Night Crème.

Each day this week Burt's Bees is giving **Pharmacy Daily** subscribers the chance to win a fabulous Burt's Bees product featuring the highly nourishing goodness of Royal Jelly.

Today's prize is a tube of **Radiance Exfoliating Body Wash** and **Radiance Lip Shimmer**.

A rich, creamy body wash to cleanse and gently exfoliate, blends coconut and sunflower oils to produce a mild foaming cleanser - it's 99.2% natural!

And Radiance Lip Shimmer is 100% natural. Enjoy the luscious hydration from vitamin E and coconut oil, while peppermint oil gives a gentle tingle on application.

Valued at \$29.90, Radiance Exfoliating Body Wash and Radiance Lip Shimmer are available from David Jones, Terry White Chemists and selected retail outlets.

For your chance to win this great prize, simply be the first reader to email through the correct answer to the question below to comp@pharmacydaily.com.au.

**What nourishingly natural ingredient
features in Burt's Bees Radiance range?**

Hint! Visit www.burtsbees.com.au.

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it all with
advice that
matters.

 Guild

Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



DISPENSARY CORNER

A BEAUTY pageant in Cambodia has been cancelled, after the government acted to "protect the honour and dignity of people with disabilities."

The 'Miss Landmine Cambodia' contest involved a Phnom Penh photo exhibition of a number of landmine victims, followed by an internet voting campaign to select the winner - with a grand prize of a prosthetic limb.

Pageant director Morten Traavik said although the show had been cancelled, it was still possible to vote online at www.miss-landmine.org.

INDIA'S rugby sevens team has been ordered to eat at least 15 eggs a day each if they're to have any hope of success at next year's Commonwealth Games.

The event will take place in Delhi in Oct 2010, and India is keen to perform well in lots of sports during the games.

The team's South African coach Norman Laker said India was "seriously underweight," with an average of 72-77kg compared to international players weighing between 88 and 100kg.

"The players have three meals a day and that's not enough. In South Africa, elite rugby players have seven meals a day," he said.

Laker said he had instructed the Indian team they "must eat at least 15 eggs a day - six for breakfast and the remaining nine any time, any how during the day."

A NEW book has been released which aims to help parents teach babies and young children sign language for swine flu symptoms.

Author Yvonne Lavelle said the book includes "baby sign language" for 'hot', 'cold', 'pain' and 'more water', and would shortly be available in the UK, USA and Canada - just in time for an expected influenza A (H1N1) pandemic flare-up during the upcoming northern winter.

She said it was important that babies and toddlers be able to communicate the symptoms because of the rapid spread of swine flu in pre-schools.

Step into hot Summer skin...

SHE Cosmetics is gearing up for Summer with its new 3-step skincare range. The collection features revitalising Mermaid Body Salt Scrub, Air Brush Bronze and Instant Tanning Lotion for a glowing, sun-kissed complexion, and delightful Frangipani Body Souffle for a sweetly-scented, smooth-as-silk finish. Each product combines nutrient-rich ingredients including mineral sea salts, African shea butter, Calendula and organic plant extracts to deeply cleanse and purify your skin, leaving you feeling fresh and rejuvenated.

RRP: Body Scrub (\$19.95); Air Brush Bronze (\$19.95); Tanning Lotion (\$16.95)

Stockist: SHE Cosmetics

Tel: (03) 8317 0367



Children's pain stops here!

When your child is experiencing moderate to strong pain, perhaps due to broken bones, nasty ear or headaches or post-surgical discomfort, finding an analgesic that is both safe and effective can be a problem. Painstop Day-Time Pain Reliever is formulated using a combination of paracetamol and codeine, providing powerful, long-lasting pain-relief for children suffering moderate to strong ailments without causing drowsiness. The medicine is also alcohol, sugar, colourant and gluten free making it an especially suitable alternative.

Stockist: Care Pharmaceuticals

Tel: (02) 9300 1912 Web: www.painstop.com.au



Steer clear of germs...

Introducing the simplest, safest and most effective means of protecting you and your family from the flu-season: Clear Germ Defense and Clear Kids Germ Defense. The new antibacterial hand sanitiser sprays are clinically proven to kill 99.99% of germs and the compact, slim-line design allows you to carry one with you everywhere. For kids, the specially formulated alcohol-free spray offers the same level of sanitisation while being gentle on the skin.

RRP: \$6.99

Stockist: Key-Sun Laboratories

Tel: 1800 791 381 Web: www.keysun.com.au



Escape the nightly grind!

Australian-owned mouthguard maker POWRGARD is well known for its sports protection technology, and is now offering the same expertise to help with night-time teeth grinding. The BRUXOGARD is specifically designed to prevent ailments such as erosion, jaw tenderness and tooth sensitivity commonly associated with tooth-grinding (known as "bruxism"). Available in soft and hard versions, the BRUXOGARD provides a barrier between the teeth, effectively reducing muscular tension and tooth damage. Plus, its self-moulding capacity allows it to fit snugly over teeth so you can slip it in before bed and sleep easy.

Stockist: POWRGARD Australia

Tel: 1800 778 999 Web: www.powrgardsports.com



Get buzzing about honey

Nature's Blend will promote the pharmacy availability of its OmegaHoney in a series of new TV commercials airing from this month. OmegaHoney is a fun and educational way for kids and grown ups to get their Omega Nutrients with the benefits of honey. There's also a range of promotional material including plush toys, a colouring cook book and customer handouts.

Stockist: Nature's Blend

Tel: 03 9773 0600