



SURE TO IMPROVE YOUR NEXT SHOPPING TRIP.



Receive a complimentary

**\$100
DAVID JONES
GIFT CARD**

when you apply and are approved
for an American Express®
Pharmacy Business Card.
Call the Pharmacy Account Manager
and quote 'Pharmacy Daily'
on (02) 9271 9349



Offer available up to 15 December 2009 to the first
50 callers only. Contact us for Terms and Conditions.
American Express Australia Limited. ABN 92 108 952 095.
© Registered Trademark of American Express Company.

Pharmacy asthma technology

WHAT'S being billed as the "first point of care portable for the detection of wheeze" will be distributed into retail pharmacies throughout Australia, under a new deal between publicly-listed KarmelSonix Limited and pharmacy distribution specialist Clear Sales Australia.

The KarmelSonix Personal WheezeMeter is a pocket-sized asthma management system which uses acoustic technology to measure a patient's 'WheezeRate' over a 30s period, recording the extent of the wheeze as well as the patient's response to treatment.

KarmelSonix Australia's Paul Eisen said "Having Clear Sales Australia as our pharmacy partner will now provide unlimited access to this unique asthma management

technology for both patients and parents of asthmatic children.

"With asthma prevalence rates around 15% it will soon be possible for this large pool of patients to purchase the Personal WheezeMeter from their local pharmacy," he said.

The company said it would also be initiating an awareness and training program for primary care and specialist doctors.

Clear Sales md Glenn Miller said "We are delighted to be marketing a product into such a massive space as asthma management and ensuring this world class technology is readily accessible to patients and parents alike."

The device is approved for use in Europe, the US and for "patient and professional use in Australia".

The companies said orders for the Personal WheezeMeter can be taken now, with the products expected to be available in the first quarter of 2010.

New HIV treatment

FROM 01 Jan 2010, Australians living with HIV will be able to access a new drug, Atripla, via the Pharmaceutical Benefits Scheme.

The once daily tablet combines three HIV treatments (tenofovir disoproxil fumarate 300 mg, emtricitabine 200mg and efavirenz 600 mg) into one easy to manage treatment regime.

Drugs for gambling

GAMBLING addiction can be treated with both urge inhibiting and inhibition enhancing medications, according to the latest research at the American College of Neuropsychopharmacology.

Scientists grouped study participants into two subtypes: those who were driven by urge, and those who did not display normal impulse inhibition behaviors.

"By understanding these different subtypes, we are able to target the core biology of the illness with individualised treatment," said Jon Grant, associate prof of Psychiatry at the University of Minnesota.

The former group were found to respond well to drugs which blocked the brain's opioid system (naltrexone) or blocked receptors for the neurotransmitter glutamate (memantine).

Members of this group who also reported a family history of gambling were found to have a better recovery response rate to opioid blockers.

The second subtype, who suffered from a lack of inhibition control, had positive behavioural modification and enhanced gambling inhibition responses when treated with medications which decreased the function of the catechol-O-methyl-transferase (COMT) enzyme in the brain's prefrontal cortex, the study's authors said.

Smoking kills

THE World Health Organization this week released a new report on tobacco use and control, saying that smoking kills at least five million people every year.

600,000 of those are killed by secondhand smoke, with the WHO saying nearly 95% of the global population is unprotected by laws banning smoking.

The report warned that if further action isn't taken tobacco could kill about 8 million people a year by 2030, mostly in developing countries.

MIMS December prescribing update

NEW INDICATIONS

- **Nexium (esomeprazole magnesium trihydrate)** is now indicated for the prevention of gastric or duodenal ulcer rebleeding. An oral dose of 40 mg daily is recommended after intravenous esomeprazole administration.
- **Humira (adalimumab)** in combination with methotrexate has now been approved for reducing the signs and symptoms of moderately to severely active polyarticular juvenile idiopathic arthritis in patients four years of age or older. It can be given as monotherapy in cases of intolerance or when continued treatment with methotrexate is inappropriate.

NEW FORMULATIONS

- **Olanzapine pamoate monohydrate** (Zyprexa Relprevv) is now available as a long-acting intramuscular injection for schizophrenia maintenance treatment in adults sufficiently stabilised during acute treatment with oral olanzapine. It is available as a PBS Streamlined Authority item.

SAFETY-RELATED CHANGES

- **Metformin hydrochloride** (Diaformin XR) is now contraindicated in major surgery. It must also be discontinued either 48 hours before the administration of iodinated contrast materials, when renal function is known to be impaired, or from the time of

the test when renal function is known to be normal. Therapy may be restarted 48 hours after surgery or administration of contrast material, and only after renal function has been re-evaluated and found to be normal.

- Epidemiological studies on bone fracture risk following exposure to some antidepressants, including SSRIs, have reported an association with fractures. The risk occurs during treatment and is greatest in the early stages of therapy. The possibility of fracture should be considered in patients treated with **paroxetine** (Aropax).
- There have been postmarketing reports of inappropriate

antidiuretic hormone secretion and olfactory disturbance with the use of **lisinopril** (Zestril, Lisodur).

- Malignancies, some fatal, have been reported among children and adolescents who received treatment with TNF blocking agents, including adalimumab (Humira). Approximately half the cases were lymphomas.
- Cases of new onset psoriasis and worsening of pre-existing psoriasis have been reported with the use of TNF blockers, including Humira. Most patients had improvement of their psoriasis following discontinuation of the TNF blocker.
- The mechanism and hence treatment of sulfonyleurea-

induced hypoglycaemia differs from that of severe insulin-induced hypoglycaemia in some important ways. Consciousness should preferably be restored by the administration of intravenous glucose. If **glucagon** (GlucaGen) is used due to the unavailability of intravenous glucose, care should be taken to protect against secondary hypoglycaemia with constant monitoring of the patient's blood sugar level. Subsequent administration of intravenous glucose may be required.

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.

**7% PBS
DISCOUNT!**
COST+0%

**ON PBS PRODUCTS
ORDERED DAILY THROUGH
YOUR WHOLESALER!**

Chemsave

One of the 7 reasons why
Chemsave is the **CLEAR CHOICE**
for ALL pharmacies!

**Click on this banner
for more information!**

CPD Calendar

WELCOME to Pharmacy Daily's
Continuing Professional
Development Calendar, featuring
upcoming events and opportunities
to earn CPE and CPD points.

If you have an upcoming event
you'd like us to feature, email
info@pharmacydaily.com.au.

16-23 Jan 2010: Pharmacy Study
Tour in Aspen, Colorado -
www.medic.com.au/study-tours.

4-17 Feb 2010: PSA Expedition
Education conference in Chile
and Patagonia. Limited to 50
people - 1300 139 293.

20 Feb 2010: PSA Victoria,
Pharmacy Management,
Saturday Series, Victorian
College of Pharmacy board
room- 03 9389 4007.

20 Feb 2010: PSA Victoria,
Diploma of Management,
Victorian College of Pharmacy
board room - 03 9389 4007.

11-14 Mar 2010: The 19th
Australasian Pharmacy
Professional Conference and
Trade Exhibition on the Gold
Coast - appconference.com.

26-28 Mar 2010: PSA NSW
March Weekend on the theme of
Men's and Women's Health, at
Mantra Ettalong Beach. 27.5
CPD credits - www.psa.org.au.

14-18 Apr 2010: Australian
College of Pharmacy conference
Barossa Valley- 1300 651 239.

28 Apr-7 May 2010: The PSA
will hold its 35th annual offshore
conference in Beijing and Shanghai
- details on 1300 139 293.

26-28 May 2010: The NPS's
National Medicines Symposium
2010, Melbourne Conference
and Exhibition Centre-
www.nms2010.org.au.

29-31 May 2010: The AACP's
annual ConPharm clinical
seminar at The Grand
Chancellor Hotel in Hobart -
details www.aacp.com.au.

15-18 Sep 2010: Pharmacy 2010,
the Pharmacy Management
Conference on Hamilton Island -
www.pharmacyconference.com.au.

27 Sep-03 Oct 2010: Inagural
Guild Offshore Conference in
Penang - 03 9535 3646.

18 Nov 2010: The 2010 ASMI
Conference - www.asmi.com.au.

Chronic disease fight goes on

THERE is still a long way to go in
the battle to decrease the risk and
occurrence of Australia's three
most prevalent illnesses:

cardiovascular disease, diabetes
and chronic kidney disease,
according to a new report by the
Australian Institute of Health and
Welfare.

'It may take years before we see

Blackmores symposium

BLACKMORES has announced it
will hold its third Research
Symposium in Sydney on 30 Apr
and 01 May next year.

The event will feature fourteen
leading international and local
researchers, taking part in seven
sessions over the two day event.

Topics will include an
examination of metabolic
syndrome, men's and women's
health, sleep, skin protection,
probiotics and a "comprehensive
exploration of cognition and
behaviour," said Blackmores
research director Chris Oliver.

Earlybird registrations for the
event cost \$595 before 01 Mar -
details 0409 206 114.

any discernible effect on these
three diseases,' said Lynelle Moon,
head of the AIHW's Cardiovascular
Disease, Diabetes and Kidney Unit.

The new report released today,
found that the three diseases still
account for around two thirds of all
deaths in Australia, and a quarter
of the country's disease burden.

The report also found that despite
the increase of public awareness,
the some of the risk factors for
developing the trio, such as obesity,
are on the rise.

According to the report's authors
the best disease prevention
methods are regular health check-
ups as well as risk management
medications, such as cholesterol
and high blood pressure drugs.

The report also suggested that
whilst there were signs of increased
population level services and
interventions being offered by
governments and other
organisations, there was a strong
need for more independent
systemic data monitoring of the
results in order to effect new
effective risk factor approaches.



DISPENSARY CORNER

GOOD news, boys - a key
ingredient in beer may help ward
off prostate cancer.

That's the preliminary finding
of a research group in Germany,
which said that xanthohumol,
found in hops, is known to block
the male hormone testosterone
and could impact on the
development of the cancer.

However the American Cancer
Society said if beer could prevent
prostate cancer we would already
be seeing lower rates of the
condition.

HERE'S a fabulous Christmas gift
idea which really has some bite.

A Melbourne-based jewellery
designer has come up with a new
range of rings and necklaces,
each custom-made to include
human teeth.

Polly van der Glas says she
sources donor teeth from friends
and family (as well as the tooth
fairy of course), which are
sterilised before being
incorporated in the "jaw-derived
jewellery".

Options include a single incisor
which can be worn as a necklace
through to a
"knuckle
ring" set with
four chunky
molars - or
the attractive
option
pictured
right.



DRINKING coffee to try to sober
up may not be a good idea,
according to new research from
Temple University in Philadelphia.

Scientists found that while
caffeine may make you feel you
are coming to your senses, in fact
this is only an illusion.

The study involved mice who
were given doses of alcohol and
caffeine in various combinations
and then placed into a maze.

Animals given caffeine and
alcohol in combination were more
alert than those on just alcohol,
but were still incompetent about
navigating through the various
obstacles in the maze.

OnlyPapaya supports your skin



THIS week OnlyPapaya has teamed
up with **Pharmacy Daily**, giving
readers the chance to win an Only
Papaya Starter Pack.

The foundation of OnlyPapaya's
products is its 'Optimised Fruit
Extract', obtained by using a patented
process that preserved the enzymes
and attributes of fresh paw paw fruit.

Valued at \$32.95, the Only Papaya
Starter Kit creates a convenient, all-
in-one skin treatment system,

featuring a body wash, conditioner, shampoo, facial cleanser, facial
exfoliant and body moisturiser.

Today is the last day to enter this week's fantastic competition.

For your chance to win your own Only Papaya Starter Kit simply
send through the correct answer to the following question:

**What is the optimum time of day to use
OnlyPapaya's Multi-Active Face Cream?**

Email your answer to: comp@pharmacydaily.com.au.

The first correct entry received each day will win!

Congratulations to yesterday's winner Michelle Jensen from The
Centre Pharmacy in Morayfield, Qld.

For more info visit www.onlypapaya.com.au