

## Footy tipping regos

PHARMACIES across Australia were this morning invited to register for this year's Fred Health/Medici Capital PHARMeFOOTY tipping comp.

The competition is free to enter and covers both NRL and AFL, with cash prizes of up to \$5000.

The NRL season starts on 13 Mar and AFL on 26 Mar but you can register now and each week a registrant from each code will win a football until the season kicks off - for more information see [www.pharmefooty.com.au](http://www.pharmefooty.com.au).

## NDSS Qld supplies still getting through

DIABETES Australia has reassured the community in flood-affected Qld that supplies of diabetes products continue to be delivered to NDSS sub-agent pharmacies.

Initially the organisation said it considered an airdrop but with the help of Australia Post has managed to get the items through.

## FDA Raptiva alert

THE US Food and Drug Administration has issued a public health advisory warning about psoriasis drug Raptiva (efalizumab), following its marketing suspension by European authorities (PD Mon).

The FDA said it's reviewing three cases of rare brain infections in patients using the medication and said it will "take appropriate steps to ensure that the risks of Raptiva do not outweigh its benefits."

Officials are recommending that patients on Raptiva as well as those who have discontinued it be carefully monitored for "signs or symptoms of neurologic disease."

## Virtual pharmacy patients

MONASH University in Melbourne is set to implement new technology which will allow undergraduate pharmacy students to interact with computer-generated characters.

The system has been developed in the UK by Keele University in Staffordshire, with the aim of giving students experience in "effective communication and decision-making."

They can talk with the "patient" via voice recognition technology or by typing questions into a keyboard, and the virtual character responds either verbally or with a range of gestures to indicate pain, stress or anxiety.

The team at Keele said the Virtual Patient can be used to explore a number of different

## New pain guide

THE American Pain Society has published the "first comprehensive clinical practice guidelines" for the use of potent opioid pain medications for patients with chronic non-cancer pain.

An expert panel concluded that opioid medications were "safe and effective for carefully selected, well-monitored patients."

The document details 25 recommendations and urges "diligent patient monitoring".

The guide is in the current issue of the *Journal of Pain*, which is online at [www.jpain.org](http://www.jpain.org).

## Dump the rebate?

THE federal Treasury has recommended that the govt drop the private health rebate, with the \$3.5b annual cost of the scheme better spent on improving public hospitals in Australia.

Accounting

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Investments

Stay across it all with advice that matters.

**Guild**

## PSA Tas for men

THE Tasmanian branch of the Pharmaceutical Society of Australia has this week been undertaking a series of smoking cessation education meetings, as part of its involvement in a Men's Health awareness program.

The scheme, called MISTA for 'Mens Health Information Services Tasmania Alliance' has been running since Apr last year, and shows the active involvement of the profession in men's health issues which have become a focus for the government (PD Mon).

Smoking cessation is a key focus of the Tasmanian program, with other issues including prostate health and sense in the sun.

As well as the smoking education seminars, which were free for pharmacists and pharmacy assistants, the program also includes a TV advertisement set to be screened state-wide shortly which will direct quitters to their community pharmacy.

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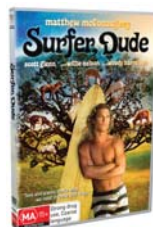
## Need Pharmacy Staff?

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# WIN A DVD



**Surfs Up Dude!** Each day this week EasyCruising.com.au and Roadshow Entertainment are giving *Pharmacy Daily* readers the chance to win a copy of the comedy movie, *Surfer Dude*, on DVD.

Starring Matthew McConaughey, the film is about a longboarding

soul-surfer who returns home to Malibu for the summer to find his cool hometown vibe corrupted.

To enter, simply tell us in 50 words or less what is one of the most unusual requests you've received from a customer.

Now working in the pharmacy industry, we know there are some quirky stories out there and we want to hear them.

The best entry each day will win a copy of the DVD and have their story published in *PD*.

Send your stories to:  
[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).



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## 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](mailto:advertising@pharmacydaily.com.au).

### Light up your nails

For the girl who has everything - except smooth-edged fingernails and good lighting - Manicare's Glass Nail File comes with a built-in light. This innovative feature allows for maximum visibility during a manicure, day or night. The file is made from fine glass particles to beautifully shape rough nail edges. Available for a limited time in black or hot pink.

RRP: \$10.95

Stockist: McPherson's Consumer Products

Tel: 1800 651 146



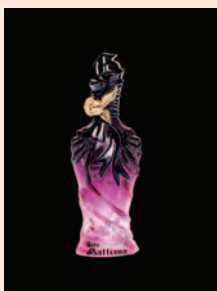
### Designer draped in florals

From the influential fashion designer, John Galliano, comes this sweet, classical fragrance, much like the 19<sup>th</sup>-century Boldini painting it was inspired by, but floral, like an English rose. This new perfume is a mélange of elements that are light, sparkling, effervescent and woody. The bottle is also a collector's item with a special draped glass effect.

RRP: \$99-\$170

Stockist: Coty

Tel: 1800 812 663



### Flying high and healthy

Frequent Flyer Health Boost is a multivitamin supplement for air travellers. The orange-flavoured effervescent tablet, taken with a full glass of water, contains 1,000mg of vitamin C plus echinacea, zinc and essential vitamins and minerals. The key is to start dosing well before departure to help prevent dehydration while flying.

RRP: \$14.95

Stockist: Care Pharmaceuticals

Tel: 1800 788 870



### Tropical treasures for pleasure

Cling onto the remaining days of summer with Premium Spa Frangipani & Coconut body products, which use locally grown and organic ingredients. The Sugar Body Scrub is gentle enough for sensitive skin types, and combines natural sugar-cane crystals and a creamy base of pure coconut and jojoba oil. Others in the range include a luscious body oil, body wash and moisture balm.

RRP: \$9.95-\$14.95

Stockist: Premium Spa

Tel: (03) 9646 9690



### Multi-tasking vitamins

Women's Multi Advantage is dual-layered - it has a 'feel great' layer packed with vitamins, minerals and nutrients, and a 'look great' layer containing herbal nutricosmetics (appearance-specific nutrients) to promote healthy skin and help fight the signs of ageing. The multivitamin and mineral supplement is taken once a day.

RRP: \$21.95-\$69.95

Stockist: Thompson Nutrition Ltd

Tel: 1300 654 336



### DISPENSARY CORNER

HOW about this for a surprise nutritional supplement?

A 25-year-old man in Auckland was about halfway through a McDonalds takeaway meal last week when he discovered a deep-fried cicada in his fries.

Devon Turei said he took a photo of the insect and took it back to the restaurant, where they gave him a refund.

However, his health may improve as a result - Turei said he was so disturbed by the cicada that he threw up later.

"I'm a fast food kid.

"I love it, but I won't be going back," he said.

HYGIENE is set to improve in the Chinese city of Shanghai, after officials announced plans to clean up and renovate more than 5000 public toilets.

About 70 million visitors are expected there next year for the 2010 World Expo, and the improvements will help meet their "urgent needs," said city official Ma Yun'an.

And there could be an opportunity for pharmaceutical manufacturers too, with Ma saying "some of the toilets will offer medicine and sewing kits."

THIS could put paid to all fears of the dentist's drill.

Scientists in the USA believe they have found a way to grow teeth in a laboratory, and say the discovery could put an end to fillings and dentures.

They've located the gene responsible for the growth of enamel, and say that while lots more work needs to be done "it could be really cool, a whole new approach to dental health."

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