

St John's wort

A COCHRANE review has found some extracts of St John's wort are as effective for major depression as standard antidepressants, but with fewer side-effects.

The review examined almost 5,500 people with major depression who participated in 29 double-blind randomised controlled trials.

In nine large trials, the combined response rate ratio for St John's wort extracts compared with placebo was 1.28; smaller trials showed less response than placebo; and when compared to antidepressants, it had the same response rate.

Food addictions

FOODS that have a high glycaemic index (GI) tend to be more addictive than low-GI foods, suggests new research from NZ.

The research team said the increased blood-sugar levels of these foods stimulate the areas of the brain that are known to be linked to other addictions, such as smoking.

Generic ads target race

GENERIC medicine messages will target Chinese and Italian communities in the third phase of the National Prescribing Service's consumer campaign.

From February, community service announcements and interviews with health professionals will be broadcast in Cantonese, Mandarin and Italian on SBS and foreign-language radio stations across Australia.

Printed in-language resources are also being developed in partnership with the Federation of Ethnic Communities' Councils of Australia and will be available in March.

FECCA director Peter van Vliet said that apart from language barriers, seniors from other cultures often struggled with "low levels of cultural competency of health systems or the experience of navigating unfamiliar medicines systems."

NPS Deputy CEO, Karen Kaye said these people would be encouraged to speak to their

pharmacist about generic medicines.

"We know that seniors from communities who speak languages other than English are particularly inclined to listen and consider medicines information from their doctors and pharmacists."

"Language barriers should not prevent people from understanding and having access to information about medicines," she said.

Pharmacists should also be aware that there may be difficulties with the direct translation of "generic" for some languages; for example, the Italian translation of "generic medicine" could be understood as being any medicine that is not Prescription Only.

Pharmacies needing translation services can call the Department of Immigration and Citizenship's free translation and interpreting service on 131 450.

Research grants

APPLICATIONS are being sought for grants through the Pharmacy Research Trust of NSW for 2009.

Project grants can be sought under two categories - research and seed funding and may include requests for research maintenance/personnel or scholarships for post-graduate students.

Seed funding is available for new investigators and researchers of fewer than three years standing, and the projects should be capable of leading towards sufficient results to enable subsequent applications for funding to larger granting bodies.

Research awards may be granted up to \$20,000 a year for research projects and \$19,000 a year for post-graduate scholarships (three years for a PhD or two years for Masters).

Applications close 13 February; see www.psa.org.au for details.

Source tagging

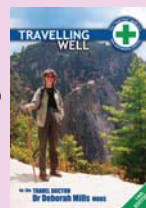
ADT Security has appointed a national source tagging manager to assist retailers in reducing shrinkage.

The appointment of Lorraine Chisholm follows growing interest in acousto-magnetic source tagging, which embeds an anti-shoplifting label into a product's primary packaging or into the product itself at the point of manufacture.

Newer, smaller tags can be applied to liquid and foil-packaged products, such as cosmetics and pharmaceuticals.

Travelling Well comp is back!

EACH day this week **Pharmacy Daily** is giving you the chance to win one of two copies of Dr Deborah Mills' latest book,



Travelling Well.

The book is a must-have guide to a safe and healthy journey, with detailed advice about pre-trip preparation, how to look after yourself while away, and what to do if you get sick.

Dr Deborah Mills, widely known as "The Travel Doctor" is one of Australia's leading travel health care providers, and has over 20 years experience in the field.

To enter, send your answer to the following question to:

comp@pharmacydaily.com.au

What is the duration of a Hepatitis A vaccine?

This great prize will go to the first two correct responses, so for your chance to win, make sure you send in your entry NOW!

Congratulations to **Catherina Bremner** of **Australian Pharmaceutical Industries** and **Paul Drinkwater** of **Mercy Hospital for Women**, who were yesterday's lucky winners.

RGH Pharmacy

Due to popular demand the
RGH Pharmacy
Anticoagulation Handbook
is now available to the
pharmacy industry across Australia.

The handbook gives patients important information about warfarin treatment and has a chart to record INR results.

Repatriation General Hospital is making it available for purchase for \$2.80 per booklet, reduced to \$2.40 for PSA and SHPA members.

More information
chris.alderman@rgh.sa.gov.au



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 **Guild**

New product to promote?

Advertise in *Pharmacy Daily's* weekly Health, Beauty and New Products feature

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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.

Spray ear wax away

Ear Clear Ear Cleanser works with the ear's natural cleansing process and is a gentle alternative to cotton buds. The isotonic saline solution is pH balanced with bicarbonate and is gentle on the delicate tissues of the ear canal. Regular use helps prevent wax build-up. A promotional campaign runs from now until May, and special deals are available.

RRP: \$18.95

Stockist: Key Pharmaceuticals

Tel: 1800 653 373



Turn up the volume

L'Oréal Paris has used eye tracking tests to prove the impact of its latest mascara. It found eyes made up with Extra-Volume Collagene captivate more strongly and for longer! Extra-Volume Collagene provides 12 times more impact, without clumps. The rounded brush is twice as large as a regular brush to catch an optimal amount of product and coat each lash in a single application. Available in black, brown and blue.

RRP: \$26.95

Stockist: L'Oréal Paris

Tel: 1300 659 359

Dual-purpose supplement

This new supplement is designed to help look after a woman's body and appearance. **Women's Multi Advantage** is a once-daily, dual-layered multivitamin and mineral supplement. Packed with vitamins, minerals and nutrients, it also contains herbal 'nutricosmetics' to promote healthy skin and help fight the signs of ageing.

RRP: \$21.95 (30 tablets) - \$69.95 (120 tablets)

Stockist: Thompson's

Tel: 1300 654 409



Light up the night

Limited-edition ckIN2U POP for men and women is light and fresh, perfect for a fun night out. The female fragrance has a creamy citrus floral scent, while his perfume has a warm woody scent. Both fragrances emphasise vibrant sensuality and suit night-time party people.

RRP: \$75

Stockist: Coty

Tel: 1800 812 663

Click to kiss

Bourjois' Sweet Kiss is a lightweight lipstick with high density colour. Packaged in a translucent purple case with a sleek opening mechanism - slide the silver button up until it clicks open - its texture is fine, smooth and radiant. Available in 12 shades at Priceline pharmacies from March.

RRP: \$23

Stockist: Bourjois

Tel: 1800 181 040



DISPENSARY CORNER

IT's not quite base jumping, but it seems a quiet relaxing game of golf may not be as passive as once thought.

Doctors, investigating hearing loss in a 55 year old golfer, have discovered that titanium clubs create a sonic boom, a sound some golf enthusiasts describe as similar to that of a gun shot.

Club companies are now trying to come up with a design for quiet clubs that will counteract the negative effects of a strong swing.

"NO it's not kidney stones, it's pregnancy".

Those were the words that Canadian woman, Juanita Stead, heard on New Years Eve, after being rushed to hospital with back pain and suspected stones.

An x-ray soon revealed that she was full term and in labor.

She wasn't easily convinced, as she never put on weight, nor had any morning sickness and her cycle was still regular.

The now happy mother of two, described her second child's birth as fitting with her first, who arrived suddenly, two months early, without labor pains, when she was in the bathroom.

BUSINESS success may have nothing to do with education or experience, according to a new British study which has found a strong correlation between commercial acumen and finger length.

A study of 44 London money market traders has found that those who had a particularly long ring finger earned about six times those with fingers of a normal length.

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