

Pharmacy DAILY

Thursday 2nd July 2009

PHARMACYDAILY.COM.AU

Visit Pharmspace today

AUSTRALIA'S first online pharmacy expo, Pharmspace, kicked off yesterday and has already attracted over 1000 visitors.

Pharmacy Daily is offering a prize of a fabulous Darrell Lea Chocolates hamper to one lucky visitor to our 'virtual stand', number 1202, so be sure to pop in.

See www.pharmspace.com.au.

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TGA paracetamol review

THE Therapeutic Goods Administration has confirmed it's looking at changes to the regulation of paracetamol, after a US move to lower maximum dosage recommendations (PD 29 May).

In the US the limit of 4000mg per day is being cut to 3250mg, while tablet strengths of immediate-release formulations are being reduced to a 325mg maximum.

"The TGA will review the current use and misuse of paracetamol-containing medicines in Australia and identify if any regulatory action

12.5% generic cuts

THE Pharmacy Guild says it's been provided with advice regarding the range of PBS items which will be subject to a 12.5% price cut reduction from 01 Aug, under the PBS Reform process.

Full details of the cuts are only being made available to Guild members at this stage.

Boost circulation - and profits

HIGH Tech Health says it's seen an "extraordinary growth in sales" for its Circulation Booster over the last 12 months, with more than 1000 pharmacies Australia-wide now carrying the product.

The Circulation Booster is now available in a more compact version, and has just completed a successful 'Cankles Campaign' which promoted its benefits for fluid retention in the legs.

MD Sam Penny said the sale of more than 25,000 Circulation Boosters in 2008/09 had also been "a little stimulus package for many pharmacies across the country," with the device being the "highest gross profit product in a pharmacy".

is warranted," a spokesperson said.

The Australian Self-Medication Industry this morning issued a statement saying the US moves are not necessary here "as consumers had already benefited from a range of safeguards to ensure the safe and quality use of these products."

ASMI executive director, Juliet Seifert, said the situation was significantly different here, with limits on pack sizes to ensure large packs, combination and children's products can only be sold in pharmacies where professional advice is available when required.

She said in the US tubs of 500 tablets can be sold in supermarkets.

Pet vitamin move

MCPHERSON'S Consumer Products has been appointed as the distributor of the Rufus & Coco range of pet supplements and grooming products.

The company is urging pharmacists to consider carrying the range of Quality Pet Vitamins as a new category in their stores.

It's the fastest growing category and doesn't cannibalise other areas, with pet vitamins commonly sold in pharmacies and health food stores in Europe and the USA.

The Rufus & Coco range is Australian made and registered with the Australian Pesticides and Veterinary Medicines Authority - more information 1800 651 146.

WIN AN ICE AGE 3 PACK



Entries are continuing to flood in for this week's *Pharmacy Daily* competition, in which there's an \$80 Ice Age 3 prize pack up for grabs - including this one from Rebekah Moles of the University of Sydney Faculty of Pharmacy:

Elastoplasts with cartoons of Ice Age 3 would be a hit with my 3 year old and 15 month old toddler. They are always falling over and getting little bumps and nothing makes it better quicker than a plaster packed with cartoon characters. If the plaster didn't work, I am sure going to the movies to see Ice Age 3 would fix anything!

Pharmacy Daily & Elastoplast know how unsettling it is for you and your child when they take a little tumble.

Have your child playing silly like Sloth again and protect their small wounds with NEW Elastoplast Ice Age 3 strips.

Not only will the plasters help the wounds heal faster, but the character strips are a great way to put a smile back on their face as they pick out their favourite character strip.

To coincide with the release of Ice Age 3 in cinemas, **Pharmacy Daily** & Elastoplast are giving away an Ice Age 3 prize pack, valued at over \$80 to one lucky reader this week.

For your chance to win this prize pack containing one Ice Age 3 double season pass, a kite, lunch box, height chart and five boxes of Elastoplast Ice Age 3 & Heavy Fabric Strips, simply send in an answer to the weekly question below to comp@pharmacydaily.com.au:

Tell us how you think Elastoplast and Ice Age 3 can make small tumbles forgotten.

All entries must be submitted by the end of the week.

To view the Ice Age 3 product info, visit www.elastoplast.com.au and click on 'spending time with kids'.

Please note: The product may vary from images shown.

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Project STOP survey

COMMUNITY pharmacists in Qld and Vic are being invited to respond to an online survey which aims to explore experiences and attitudes to the impact of the re-scheduling of pseudoephedrine.

It's part of research being conducted by Griffith University, and also looks at the Project STOP database and the partnership with police to reduce diversion for illicit drug manufacture.

Pharmacists who complete the 15-20 minute survey go into a draw to win a \$1000 first prize or \$500 second prize - to participate click on the link below.

Click for survey on pseudoephedrine

New US warning for Champix

THE US Food and Drug Administration has announced a new requirement for manufacturers to put a Boxed Warning on the prescribing information for smoking cessation drugs varenicline - marketed as Chantix in the US and Champix here - as well as bupropion (Zyban).

The warning will "highlight the risk of serious mental health events including changes in behaviour, depressed mood, hostility and suicidal thoughts when taking these drugs," the FDA said.

A spokeswoman said "The risk of serious adverse events while taking these products must be weighed against the significant health benefits of quitting smoking."

Similar boxed warnings will be required for bupropion marketed as Wellbutrin for depression, as well as for generic versions of bupropion.

The FDA said the additional warnings were based on a review of adverse event reports received since the time the products began to be marketed in the USA.

The statement added that neither Chantix nor Zyban contain nicotine, and some of the reported symptoms may be a response to nicotine withdrawal - but some patients had reported the adverse events while they were still smoking.

Generic Levitra case

BAYER Healthcare and Schering Corporation have filed a US patent infringement lawsuit against Teva Pharmaceuticals, concerning an application for approval to market a generic form of erectile dysfunction drug Levitra.

Bayer and Schering claim their patent on the molecule doesn't expire until 2018.

In the USA Levitra is marketed by Schering-Plough and GSK.

MBA accepted

NSW pharmacy employees affected by the new Multiple Business Agreement (**PD 17 Apr**) have voted to accept the deal, despite strident opposition from the the Pharmacists' Division of the Association of Professional Engineers, Scientists and Managers Australia (APESMA).

Staff of pharmacies owned in corporate structures were asked to vote for the agreement, which will now be lodged with the Federal Government's Workplace Authority.

The Authority will rule on whether the deal complies with a 'no disadvantage' requirement, and if approved the MBA is expected to come into effect before the introduction of the new National Award on 01 Jan 2010.



DISPENSARY CORNER

WOMEN should be allowed to sleep in longer than men, according to new UK research which has found that lack of sleep is riskier for females than males.

The journal *Sleep* reported a study by the University of Warwick which found that inflammatory markers for heart disease vary significantly with sleep duration in women, but not in men.

Women who reported sleeping eight hours a night showed much lower levels of interleukin-6, a molecule linked to heart problems, than those who regularly slept for seven hours.

VEGETABLES are good for you - even if they're not the right shape.

Officials in Europe have ended a 20 year ban on wonkily-shaped fruit and vegies, scrapping previous standards which outlawed items such as curvy cucumbers and deformed dates.

The move followed agitation by British supermarket chain Sainsbury's, which was last year prevented from launching a Halloween range of twisted vegetables.

Sainsbury's said its managers previously faced the possibility of criminal charges for selling items such as "zombies' brains" (undersized cauliflowers), "witches' fingers" (deformed carrots) and "ogres' toenails" (oddly-shaped cucumbers) for up to 40% less than more attractive vegetables.

The EU said the rule change would allow farmers to sell more of their crops and reduce waste.

An *Associated Press* report said that under the new regime "ugly versions of the ten most popular fruit and vegetables will have to be labelled as non-standard."

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature.

Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

WENDY WU TOURS has just released a number of special offers for trips to China, with savings of up to \$1200 per couple for those who want to visit the country during the quieter tourist season.

Deals include a new eight-day fully inclusive China Impressions tour taking in Beijing, Xian and Shanghai from \$2441 per person twin share including Cathay Pacific airfares, accommodation, all meals, sightseeing, transportation within China and visas for Australian passport holders - more info 1300 727 998.

The luxury **CABLE BEACH CLUB RESORT & SPA** in Broome, WA is offering a 'winter escape bonus' priced from \$516 per room per night, with the deal applicable to a

range of accommodation including Pool Terrace Studios as well as Bungalows perfect for families or small groups.

Breakfast is included, and it's an ideal way to escape winter - more info 1800 199 099.

Celebrate Christmas in July this month with **CAPTAIN COOK CRUISES**, which will offer a special festive menu on its lunch and dinner cruises of Sydney Harbour - and Santa may even be on board!

And for June-August departures of the two night Sydney Weekender cruise passengers can take their partner for half price, with fares from just \$705 for two people including accommodation, all meals, shore excursions and most activities - 1800 804 843.

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