



Drive sales from your dispensary

Dispensary
Loop

Today's issue of PD

PHARMACY Daily today has two pages of news, including our regular Monday OTC update and a new competition.

OTC Update Period Pain

This month's OTC column is focusing on treating all types of pain. We hope that the information contained will help staff with giving customers informed advice.

Period Pain

Period pain is also known as dysmenorrhoea. It is believed to be caused by an excess of prostaglandins, which cause the uterus to squeeze and contract, causing pain.

Symptoms are pain in the lower abdomen, that may spread to include the back and legs, the pain may be spasmodic or cramping, or experienced as a dull ache.

Pain can begin before the onset of bleeding and can last 2 to 3 days, with the first 24 hours the most painful.

The best drug treatment for period pain are the non-steroidal anti-inflammatory drugs (NSAID's). They work by preventing the production of prostaglandin.

Medications in this group include Ibuprofen (Nurofen), Naproxen (Naprogesic) and Mefenamic acid (Ponstan).

NSAID's can cause stomach upsets and should be avoided in people with stomach ulcers or symptoms of indigestion.

Alternate treatments include - applying heat to the abdomen using a hot water bottle or heat pack, or gentle exercise. Some women find benefit from taking nutritional supplements such as evening primrose oil to help relieve pain.

TGA to investigate Sigma

THE Therapeutic Goods Administration has been ordered to conduct an investigation into the Sigma-organised boat cruise for pharmacists and doctors, the Parliamentary Secretary for Health Mark Butler confirmed today.

Speaking with **Pharmacy Daily** this afternoon, Butler said that he had ordered the investigation in order to determine whether Sigma was in breach of restrictions on the promotion of products.

He said that while Sigma is not a member of Medicines Australia, and so is not bound by the MA code of conduct in its entirety, the

RGH E-Bulletin

THIS week's RGH E-Bulletin examines the use of zoledronic acid (Aclasta) in osteoporosis cases.

Zoledronic acid is an intravenously administered bisphosphonate approved for the prevention of fracture and used to treat hypercalcaemia and prevent skeletal-related events in people with malignancy.

To find out more or to subscribe to the E-Bulletin for free email chris.alderman@health.sa.gov.au.

Alzheimer's detection

TWO large studies into the treatment of Alzheimer's Disease have emphasised the importance of early detection and treatment.

The studies, which were reported at the Alzheimer's Association 2009 International Conference on Alzheimer's Disease in Vienna overnight, returned mixed results on the use of omega 3 fatty acid DHA for treatment.

The first study showed no evidence of benefit in people with mild to moderate Alzheimer's, while the second found a positive result in one memory test in healthy adults.

The Association said the results may show that very early detection is necessary for effective treatment, adding that better means for diagnosis need to be developed.

company must comply with the code when it comes to product promotions.

"Public confidence in this industry and its relationship with pharmacists is critically important," Butler said, adding that to maintain public confidence in pharmacists' advice, it is necessary to ensure that no conflicts of interest or perceptions of conflicts of interest arise.

Sigma has stated that the cruise will not be used to promote products, and numerous other industry players have rejected claims of a conflict of interest, stating that such fears are unjustified because passengers on the cruise will be paying for themselves.

The TGA has now asked Sigma to provide it with "all the information surrounding this promotion."

Mr Butler could not comment on the potential ramifications for Sigma if it is found to be in breach.

Revlon comp winner

CONGRATULATIONS to Renae Arnold from AMCAL, who was the lucky winner of Friday's Revlon fake eyelashes competition.

Don't despair if you didn't win because this week **Pharmacy Daily** is giving you the chance to win a double pass to see Dr. Phil in Sydney, valued at \$238 (see pg 2).

Diabetic teen trial

DRUGS that lower blood pressure and cholesterol will be prescribed to teenagers with Type 1 diabetes as part of an international trial to prevent some of the complications arising from the disease.

The Children's Hospital at Westmead is joining other bodies in Australia, Britain and Canada to see whether early pharmacological intervention can prevent the onset of cardiac and kidney disease in adolescents.

The trial will see 500 adolescents, aged 11-16, split into four groups taking different combinations of drugs, with researchers to monitor the development of cardiorenal complications over four years.

Pharmspace09 a hit

PHARMACISTS have flocked online for the Pharmspace09 Expo and Careers Fair.

Event organiser Adam Bell said today that an enthusiastic pharmacy industry audience has been participating in the event since its launch on 01 July, with over 1000 online visitors in the first 24 hours.

"We are absolutely delighted with the number of visitors over the first 10 days and feedback from both visitors and exhibitors has been very positive indeed, with all enjoying the experience and the convenience that a virtual event offers," he said.



Pharmacist Required in Tourism Hot Spot

Full time skilled pharmacist required for a very busy pharmacy in Broome W.A.

Looking for a change in your life?

This position will take you to one of the Kimberley's most prestigious tourist destinations.

This is a long term position for a pharmacist who wants to make a difference in the community and build their future in Broome. The position will include some weekend work as well as some remote community travel.

A salary package to suit this role will be included as well as relocation and travel components.

To apply, please send your resume to mogley@broomepharmacy.com.au or call **Michael Ogley** on 0433 695 440.

All enquiries will be treated confidentially.
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Monday 13th July 2009

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Hooked on painkillers

OVER half a million Australians are addicted to painkillers *The Sunday Telegraph* has reported.

The abuse of pain-relief medication has prompted calls for a new system to be introduced to help monitor patients' use of drugs by enabling doctors and pharmacists to determine whether the patient has already been prescribed a drug or purchased it at another location.

Balanced life winners

FLORDIS Natural Medicines and Pharmabroker have announced that Pru Adams, Garden City Amcal, Upper Mt Gravatt QLD; Jo Smithers, UDC/Superchem, Kwinana WA; and Leanne Gray, Thompson's Pharmacy, Eltham VIC are the winners of the Agiofibe and Agiolax 'Is balance important in your life' competition, which was giving away three ghd IV styler sets.

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Pharmacy Education online

THE International Pharmaceutical Federation's journal *Pharmacy Education* has been re-released online after nine years as a hard cover publication.

The new online format of the peer-reviewed journal will be interactive, encouraging feedback about and discussion of published articles and providing a forum to discuss current events in the fields of pharmacy and pharmaceutical sciences education.

An archive of all articles published since 2000 will also be made available.

According to editor-in-chief Ian Bates "the new, open access format will allow for a broader reach to all audiences, especially

to researchers from low income countries seeking engagement with the wider global community."

Pharmacy Education was re-released online with the support of the World Health Organisation and in conjunction with the European Association of Faculties of Pharmacy, and the FIP is confident that it will attract more readers and boost involvement.

Pharmacists can now register for the publication free of charge at pharmacyeducation.fip.org.

Lower heart rates

A NEW study has found that there is no proven benefit in lowering heart rates below the normal target of 140/90 mm Hg in terms of reducing mortality.

The online study reviewed seven trials comparing lower or standard diastolic blood pressure targets, but researchers said they were unable to find any studies comparing different systolic BP targets.

They said that the trend toward lower targets is "based on the assumption that the use of drugs to bring the BP lower than 140/90 mm Hg will reduce heart attack and stroke."

Qld chemist robbery

POLICE are searching for the culprits behind a chemist robbery in Qld last Friday which saw thieves escape with \$300 worth of tablets.

The robbery, which saw a man smash through the doors of Greg Keily Chemist on Marine Parade, Southport, before escaping with a driver in a green holden ute, was reportedly the latest in a spate of chemist break-ins.

WIN TICKETS TO SEE DR PHIL

THIS week *Pharmacy Daily* has teamed up with Klick Communications to bring you another great competition.

Dr. Phil McGraw, better known as "Dr. Phil", is bringing his live show to Australia in August for the very first time, and *Pharmacy Daily* readers have the opportunity to win a double pass to the Sydney show on Thursday 6 August at Acer Arena, valued at \$238.

At Dr. Phil's shows Down Under, you will learn about some of his break-through strategies to improve your career, finances, health and personal life and he'll also challenge you to set new goals, inspire and motivate you to implement strategies for your success.

To enter, simply tell us what question you would ask Dr. Phil if you had the opportunity to attend his show.

Email your question to comp@pharmacydaily.com.au.

The lucky winner will be published in next Monday's PD issue.

Pharmacy Daily readers can purchase tickets for the Syd, Bne & Mel shows through Ticketek at a special price by clicking here.



DISPENSARY
CORNER

A SERBIAN woman is counting herself extremely fortunate to have been struck by lightning, after the high voltage discharge cured her heart condition.

51-year-old Nada Acimovich had been undergoing treatment for irregular heartbeats, and her doctor was stunned when she arrived for a check-up having made a complete recovery from the condition.

Experts said she had been saved from dying in the storm because of her rubber soled shoes.

"In the first place she's lucky to be alive because of the lightning strike, but she's now going to live for much longer too," the doctor said.

SUPPORTIVE undergarments for men are the latest hot trend in Japan, where a manufacturer has confirmed an overwhelming demand for its male brassiere.

It's sold by mail order company Wishroom, with an initial run of just 160 of the man-bras because they were unsure of how they would be received.

The first batch sold out almost immediately, prompting the company to order another 5000.

The Wishroom foundation garments are available in white, pink and black and cost about \$50 each, with a spokesman for the company confirming they're all in 'A' cup size, with a chest ranging from 81cm (32") to 97cm (38").

The main clients are reportedly office workers in their 30s and 40s, with the company saying "Japanese salary men have a lot of stress, and the bras seem to relieve that."



Hey Bro, how's your bra?