



## The youngest pharmacy cricketer

THE recent cricket match between Pharmacists and the Industry on Sun 22 Feb at Shore School in Sydney saw a great wallop from 9-year-old Tyler Frazer, who was called into the Industry team at the last minute when it was two players short.

The son of Peter Frazer from Guild Legal, Tyler went in at number 9 and faced 52 balls over 44 minutes, scoring six runs.

However the knock didn't prevent the Pharmacy team from recording a sound win - Industry all out for 88, while Pharmacy lost one wicket to score its 89.

Pharmacist Nathan Blackmore from Newcastle remained 47 not out and was man of the match.



ABOVE: The littlest cricketer heads out onto the paddock.

## Trevena gives Mirixa tick

THE Guild's launch of Mirixa will provide a cost-effective opportunity for the introduction of 'next generation' clinical decision support (CDS) tools, according to Australian pharmacy software pioneer Colin Trevena.

Responding to the story in yesterday's *PD* about the NPS recommendations for improved handling of drug interactions in dispensing programs, Trevena said if Mirixa is widely adopted it will have a "long-term benefit to community pharmacy in Australia."

A community pharmacist from regional NSW (now PSA Tasmania Pharmacy Self Care regional mgr), in the 1980s Trevena was the visionary developer of the

### Asthma-TV link

CHILDREN who spend more than two hours a day watching TV are more than twice as likely to develop asthma, according to a UK study published in the *Thorax* journal this week.

Scientists tracked the health of more than 3000 UK children up to the age of 11, and found a strong correlation between time in front of the box and asthma.

They speculated that the link is due to TV watching being an indicator of a sedentary lifestyle.

### Flu tracking project

THE Hunter New England Health Service is conducting a study to test a pilot health surveillance system for detecting epidemics of influenza.

The research team is seeking people who live in Australia and have easy access to email, who will spend about 10-15 seconds a week to respond to an email about symptoms they or other household members may have had in the previous week.

It's a voluntary project and the information remains confidential; interested people can register at [www.hnehealth.nsw.gov.au](http://www.hnehealth.nsw.gov.au).

software which eventually became Amfac Chemdata - which included basic drug/drug, drug/allergy and drug/condition interactions - but was limited by early computer system hardware limitations.

But Mirixa (and better computers) will change all that, with Trevena telling *PD* yesterday: "A wide adoption by pharmacy owners of Mirixa and consequential CDS tool type e-health opportunities will improve patient outcomes."

### ASMI submission

THE Australian Self-Medication Industry has responded to the government's discussion paper 'Towards a National Primary Health Care Strategy'.

The confidential submission can be accessed by ASMI members at the industry section of the group's website [www.asmi.com.au](http://www.asmi.com.au).

## US clinic move

US PRESIDENT Barack Obama has announced the creation of 126 primary health care centres to take the pressure off US hospitals.

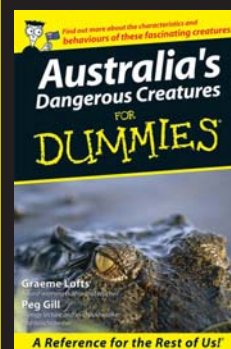
It's the first move in widespread reform of the US medical system, with Obama saying the health care crisis is "punishing families, battering businesses, squeezing our states and increasingly imperilling our own budget."

US\$155m from the recent US stimulus package will support the new centres, aiming to help 750,000 low-income Americans get primary and preventive care.

Obama also named some of the team to lead US health care reform, and is expected to shortly announce a new head of the FDA.

The move comes in the lead-up to a White House summit this week for the medical, insurance and pharmaceutical sectors.

## WIN A COPY OF THIS BOOK



Did you know the second most dangerous creature in Australia is the honey bee?

Each day this week *Pharmacy Daily* is giving readers the chance to win a copy of *Australia's Dangerous Creatures for Dummies*.

Valued at \$29.95, this book is a fascinating portrait of unique and deadly animals down-under, providing detailed descriptions of each creature, its habitat and its typical behaviours.

The authors provide tips on observing these creatures safely as well as a comprehensive first aid section in case your observation or encounter ends badly!

To enter today, simply send your answer to the following question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

### TODAY'S QUESTION:

What's the size of a golf ball, but packs enough venom to kill 10 men?

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

CONGRATULATIONS to Amanda Seeto of Good Price Pharmacy Ashmore who was the first to tell us that the HONEY BEE is the deadliest of all species found in Australia.

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### Sangria soothes the sting

Drinking a jug of sangria may be one way to ease the pain of a bikini waxing, but a healthier option is Nad's Natural Warm Wax with Sensual Sangria. It contains red grape extracts to soothe and calm the area after hair removal, and orange blossom to cleanse the skin and leave a fruity fragrance. Made from all natural ingredients including honey and lemon juice, Nad's washes away with water and is dermatologically tested.

RRP: \$10.95

Stockist: Nad's

Tel: 1800 352 626



### Mother's Day pack of posy

Every mum deserves roses on Mother's Day but this option will last much longer. [Akin] Refresh & Revitalise Gift Pack contains Pure Rose Hydrating Mist, Pure Radiance Rosehip Oil and Rosehip & Shea Intensive Moisture Anti-Oxidant Complex sachet. Zipped up in a re-useable pink cosmetic bag, it's the perfect present idea for customers. All products are free from chemical nasties and 100% natural botanical, with a retail value of \$44.90.

RRP: \$29.95

Stockist: The Purist Company

Tel: 1800 631 283



### Exotic exfoliating soap bars

From the makers of Trelivings Collections and Earthly Possessions, Evodia exfoliating soap bars are ideal for people looking for a way to gently exfoliate their skin. For a tropical scent, choose from Frangipani, Coconut & Lime or Mango & Pink Grapefruit. For those wanting a touch of spice, Fig & Cinnamon will do the trick. Champagne Melon has a subtle shimmer, jojoba wax beads and Australian honey for soft skin.

RRP \$9.95

Stockist: Evodia

Tel: 02 8458 0100



### One week to wonderful hair

O&M Seven Day Miracle Masque is the simple solution for weathered, damaged and mistreated hair - and great for an end-of-the-week treat. Rapeseed and macadamia give a double shot of moisture, natural silica adds shine and gloss, and a natural humectant helps hair retain moisture. Free from ammonia, sulfates, parabens, proplene glycol, MIT, pthalates, and triclosan.

RRP: \$29.95

Stockist: Designer Brands

Tel: 1300 724 635



### Crystal surprise inside

So...? Eternal fragrance glammed up its fresh bouquet of floral delights. A special touch is the sparkly diamante crystal inside the bottle to add that something extra to the purchase. To complete the scent, the bottle comes in an elegantly designed box emulating a pink diamond. A well-priced fragrance for the young or budget-conscious.

RRP: \$4.95-\$24.95

Stockist: Frostbland

Tel: (02) 8709 8800



### DISPENSARY CORNER

A SCIENTIST in Austria has made a major breakthrough in the study of belly-button fluff.

Georg Steinhauser from the Vienna University of Technology studied 503 pieces of fluff from his own navel over three years.

He claims to have discovered a type of body hair which traps pieces of lint and draws them in.

"The hair's scales act like a kind of barbed hooks," he said.

"Abdominal hair often seems to grow in concentric circles around the navel," he added.

The mind-boggling breakthrough gives a clue as to how to have a fluff-free navel - by simply shaving one's belly.

But this measure only works until the hairs grow back again.

THE gas which makes rotten eggs stink has been hailed as holding the key to a possible new impotence treatment.

Researchers from Italy's University of Naples have found that the release of hydrogen sulphide in the penis plays a role in creating an erection, saying the smelly discovery could lead to an alternative to Viagra.

THIS fellow would have been better to tell the tooth.

A US man is facing charges of insurance fraud and larceny after filing 21 fake injury claims over a broken tooth.

In 2002 he hurt the tooth by biting into a piece of plastic in a salad served by a restaurant.

The eatery paid for his treatment, which he thought was such a good idea that since then he filed the 21 other claims against other restaurants over the same injury.

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