

FatMagnet failure

LA TROBE University academic Ken Harvey has written to Senator Jan McLucas detailing the alleged failure of advertising regulation of complementary medicine weight loss product FatMagnet.

Harvey's detailed case study summarises the findings of the TGA Complaints Review Panel in Sep 2008 relating to FatMagnet, requesting the withdrawal of a number of representations about the product.

He draws the Senator's attention to the ongoing promotion of the product on numerous sites despite the ruling, as well as the TGA draft guideline for listed weight loss medicines (PD 10 Feb), urging a change to the "current laissez faire attitude towards proven breaches of the Therapeutic Goods Advertising Code."

RGH E-Bulletin

THIS week's edition of SA's Repatriation General Hospital Pharmacy E-Bulletin describes the implementation of an 'educational visiting service' provided by clinical pharmacists working there - chris.alderman@rgh.sa.gov.au.



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Pharmlink.com.au

No to supermarket pharmacy

THE Pharmaceutical Society of Australia has agreed on a policy which opposes the locating of pharmacies in supermarkets.

A summary of the reasoning behind the move says: "PSA does not believe supermarkets provide an environment conducive for patient-centred care, promotion of patient understanding, interdisciplinary collaboration, opportunistic interventions or effective operation of the health care team."

Currently supermarkets are prohibited from operating pharmacies due to the location and ownership rules - which will of course be key parts of the negotiations for the fifth community pharmacy agreement.

The PSA policy says that the provision of medicines remains a core activity of pharmacists, with community pharmacies places "where consumers can confidently establish an ongoing therapeutic relationship with the pharmacy

Cold sore remedy

A NEW natural option for cold sore treatment is now available in Australia with the launch of herbal product LomaLips.

The active ingredient in the cream is dried extract of *Messina officinalis* (lemon balm leaf extract) and it's claimed to significantly shorten the healing period for cold sores, reduce the size of the affected area and prolong the symptom-free interval between outbreaks.

It's licenced in Australia by AWS Medical from German manufacturer LomaPharm.

See page two of today's issue for more new products.

NUROFEN JUST GOT FASTER THAN STANDARD NUROFEN



*ABSORBED UP TO TWICE AS FAST AS STANDARD NUROFEN



health care team."

Other reasons cited include the fact that supermarkets are "big sellers of tobacco products and alcoholic beverages" making them an environment "inconsistent with the pharmacists being able to meet their professional obligations."

The PSA also said that some business practices of supermarkets such as achieving market share, sales and profits might compromise pharmacists' professional judgement.

"It is not desirable that pharmacists practice in an environment where they could be expected to meet certain operational requirements which may not be in the best interests of professional pharmacy practice," the PSA policy says.

The policy was endorsed by the PSA board at its Feb meeting, and will be reviewed in 2014.

Brain Awareness

NEXT week is Brain Awareness Week, promoted by the Brain Foundation which raises money to fund Australian research into brain diseases and neurological disorders.

The foundation said 20% of Australians will experience a mental illness or acquire a brain injury in their lifetime "so the risk of 'losing our mind' is very real."

See brainaustralia.org.au.

56% of pharmacists are female

THE proportion of women pharmacists in Australia grew from 51.9% to 56% between 2001 and 2006, according to an Australian Institute of Health and Welfare report released last week.

Over the same period the number of retail pharmacists grew by 970 or 8.1% to 13009, with much stronger growth in numbers of hospital pharmacists (up 23.7% to 1718) and industrial pharmacists (+20.7% to 583 in total).

The data, compiled from the 2006 census figures, also showed that more than three quarters of pharmacists working in hospitals were female.

Retail pharmacists were slightly older on average (41 years) than industrial (36 years) and hospital (39 years) pharmacists.

The report also summarised the proportions of pharmacists working in each state, with NSW having the most at 4836, followed by Victoria (4132), Queensland (2945), WA (1514), SA (11555), Tasmania (1476), the ACT (259) and the Northern Territory (85).

On average there were 74 pharmacists per 100,000 head of population in Australia, with the lowest density in the NT (40) - just half that of Victoria which had 81 pharmacists per 100,000.

Win a Nailene Nail Duets pack!

Artificial nails just got easier with the introduction of *Nailene's Nail Duets*, the first ever artificial nails to come in pre-matched nail pairs.

To celebrate, *Pharmacy Daily* has teamed up with *Creative Brands* to offer one lucky reader a packet of *Nailene Nail Duets* every day this week, priced at \$15.99.

The time-saving *Nail Duets* has done the work for you when it comes to selecting what artificial nail to put on which nail, having already pre-matched nail pairs.

Nailene Nail Duets are available in 'French Manicure' style in four different shades to suit different skin tones and a variety of styles to match all nail types for the best fit.

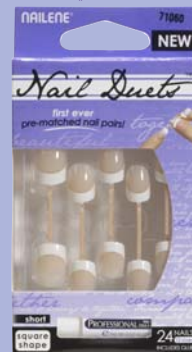
To receive your very own *Nailene Nail Duets* pack for FREE, email your answer to the following question to comp@pharmacydaily.com.au

Name one of the five treatments found in *Nailene 5 in 1 Total Care*.

The first correct answer will win the prize - so be quick!

HINT: Visit the *Nailene* website at www.nailene.com

CONGRATULATIONS to Noelene Morris of Marlin Coast Amcal Pharmacy who was yesterday's winner.



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Mmmm... chocolate!

Estée Lauder's **Chocolate Decadence Collection** is chock-full of warm brown tones enhanced by sweet and sugared berry hues. Crème Caramel Shimmer Powder has swirls of milk chocolate, white chocolate and glistening gold, which can be used for highlighting, contouring or all-over radiance. The Signature Eyeshadow Quads are packaged like a box of chocolates, in Berry Truffle and Caramel Truffle. Also new for autumn are several choco-licious shades in lipstick, lip gloss and nail colour.

RRP: \$36-\$72

Stockist: Estée Lauder

Tel: 1800 061 326



Baby manicure set

Babies often put their hands up to their faces when they are upset and crying, and their nails can cause them injuries and facial cuts. The answer is to give newborns regular manicures, with **Dream Baby's** set of nail clippers, scissors and emery board. Great value for money.

RRP: \$5.95

Stockist: Dream Baby

Tel: (02) 9386 4000



Talc-free foundation

DB Barely Nude Mineral Powder Foundation will appeal to 'green' customers who like natural make-up. Completely talc-free and using only natural minerals, it also contains SPF 15 to provide extra cover against the sun. The complexion is left looking smooth and healthy. But the best part is the budget price. Designer Brands prides itself on being 'designer quality' without the designer price tag.

RRP: \$14.99

Stockist: Designer Brands

Tel: 1300 765 332



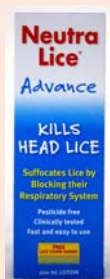
Stunned to death

NeutraLice Advance is one of a new generation of pesticide-free head lice treatments. It claims to stun open the lice's respiratory spiracles and prevent them from breathing. The lice seem to die from asphyxia and dehydration and can be removed as their grip on the hair shaft loosens. Lice do not develop resistance due to this physical mode of action.

RRP: \$19.95

Stockist: Key Pharmaceuticals

Tel: 1800 653 373



Diamond dust

Givenchy's Ange Ou Demon Diamantissime limited-edition is a classic collector's item. While the fragrance remains unchanged, this new version of the original pendant-shaped bottle by Serge Mansau has been revamped for the season. Four crystal stones are embedded in the glass, which blend with the multi-faceted bottle for a kaleidoscopic effect.

RRP: \$100

Stockist: Givenchy

Tel: (02) 9695 4800



DISPENSARY CORNER

MELBOURNE pharmacist Peter Allen was thrilled to be one of the lucky winners of *Pharmacy Daily's Australia's Dangerous Creatures for Dummies* in our competition last week.

Yesterday he contacted us saying the book brought to mind a friend who sold porcelain toilets in Australia.

"He travelled the countryside, and ripped up the cedar dunny seat and said 'Look! There! A red back spider. Your children were inches from death!'

"He always made a sale, because there was always a redback there," Peter said.

A MAN in Romania last weekend hosted his own funeral while he was still alive, to make sure that everything went to plan.

73-year-old Marin Voinicu invited relatives and friends to the event to commemorate his 'future passing.'

"I did everything by the book. I even dug my own grave in the cemetery and laid down in it to see how it feels," Voinicu said.

He also asked relatives to have a test-run of wailing at the grave and had the village priest preach a funeral sermon.

"I was fully satisfied with my funeral," he said, adding that he was now looking forward to the real thing.

AND also in Eastern Europe, a group of women who probably spend a lot on hair products have taken part in Lithuania's annual 'Miss Longest Hair' competition.

The winner was Ms Aiste Lebedeva, whose Rapunzel-like locks measured 127cm in length.

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