

## Omega-3 link to PND

POST-NATAL depression may be caused by low levels of omega-3 fatty acids during pregnancy, suggests a small study conducted at the Prince of Wales Hospital.

Women with low levels of omega-3s during the third trimester were six times more likely to develop depression than those with higher levels, according to researchers from the School of Psychiatry and the Black Dog Institute.

Supplements may be the safest way to correct this deficiency, they concluded, because of the risk of mercury ingestion associated with eating oily fish.

## What's in a name?

THE National Prescribing Service has today launched a new online tool which aims to help people have a better understanding of how their medicines work.

Senator Jan McLucas made the announcement at Parliament House in Canberra today, describing the *NPS Medicine Name Finder* as NPS' "debut in online social innovation products."

When a brand name is entered the system shows the active ingredient, and vice versa, with consumers then prompted to enter details into a downloadable Medicines List for discussion with their health professional.

## Pharmacy data "flawed"

THE Pharmacy Guild has claimed that the "remarkable" result for the growth of pharmacy sales, published in several media reports yesterday, was "based on flawed data".

According to the reports, research conducted by Commonwealth Securities based on Australian Bureau of Statistics (ABS) Retail Trade data indicated that sales through pharmacies grew at 18 per cent in 2008.

"The 18 per cent growth figure is clearly unrealistic and has resulted from major changes in sampling by the ABS that have made the underlying data unreliable," the Guild said.

Due to budget cutbacks in the ABS last year, the Guild said that the overall monthly sample size for all businesses in the Retail Business Survey (excluding supermarkets and large department stores) was reduced from 3214 each month to just 901.

"It is safe to assume that there would have been a reduction [in the number of community pharmacies in the survey] consistent with the overall reduction."

The sampling was also changed in the Pharmaceuticals, Cosmetics and Toiletries category of the CommSec analysis.

"This is because, unlike other

## NUROFEN JUST GOT FASTER THAN STANDARD NUROFEN

TWICE  
AS FAST



\*ABSORBED UP TO TWICE AS FAST  
AS STANDARD NUROFEN

categories published by the ABS, 90 per cent to 95 per cent of turnover is captured through a sample.

"Only five per cent to 10 per cent is captured from the 'completely enumerated' sector, which includes supermarkets and department stores," said the Guild.

The ABS data showed Western Australia had an increase of 31 per cent, while Tasmania had a decrease of five per cent.

"These unrealistic discrepancies are clear evidence of the lack of reliability of the sample."

The Guild's own monthly survey recorded an increase in total pharmacy turnover for the 12 months to December of 6.5 per cent, with non-prescription sales growing at 5.6 per cent.

ABS announced in November 2008 that an increase in funding has allowed a larger sample to be reinstated in the next survey.

## Dob in a colleague

PHARMACISTS will be obliged to dob in dodgy colleagues under a national scheme designed to protect patient safety.

The mandatory reporting standards, agreed by health ministers, will affect 10 professions to report behaviour such as alcohol and drug use and sexual abuse.

The reporting will also complement the new rules relating to criminal history status (PD 06 Mar), announced as part of the moves to national registration for health professionals - with the aim of implementing the new register by Jul next year.

The NSW Government has already introduced laws requiring doctors to report colleagues.

## Vic address update

THE Pharmacy Board of Victoria has reminded pharmacists of their obligation to notify it within 14 days of a change of the address recorded on the register.

Pharmacists who haven't renewed registration by 31 Mar will have their names removed from the register, the Board said.

## LomaLips ingredient

THE active ingredient in the new herbal cold sore remedy LomaLips (PD yesterday) is Melissa officinalis.

## Soft closing drawers

DERMODEKS has launched a new 'soft-closing' pharmacy drawer which it says is a new innovation for the industry worldwide.

The drawers are designed to make dispensaries safer, quieter and faster, because they don't bounce back and reopen.

The low-cost soft closing drawer kits can be installed on existing Ultradeks drawers and come with a five year product warranty.

They're part of the Ultradeks range of gondolas, wall frames and other fixtures which the company said has been "specifically designed to ensure absolute efficiency within the pharmaceutical industry."

More info 1300 553 291.

## Contraception book

SEXUAL Health and Family Planning Australia has released its second edition of *Contraception: an Australian clinical practice handbook*.

The publication used an evidence-based approach to provide the latest information on contraception, including a chapter about "special circumstances" such as HIV or diabetes.

Details at [www.shfpa.org.au](http://www.shfpa.org.au).

## Art of pain

ARTISTS from across Australia have donated artworks on the subject of pain to help raise funds for the Pain Management Research Institute of Australia.

Throughout June, 200 pharmacies have also agreed to sell Windows on Pain badges, supported by Reckitt Benckiser.

The 30 artworks are will be auctioned at a fundraising dinner at the NSW Art Gallery on 12 Jun.

Boxes of badges are available by calling (02) 9926 6375 or online at [www.windowsonpain.org](http://www.windowsonpain.org).

## 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.

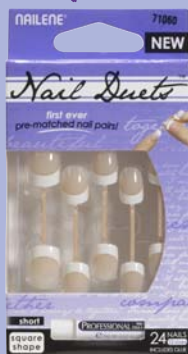
To receive your very own *Nailene Nail Duets* pack for FREE, email your answer to the following question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

**Name one reason why customers use Nailene nails.**

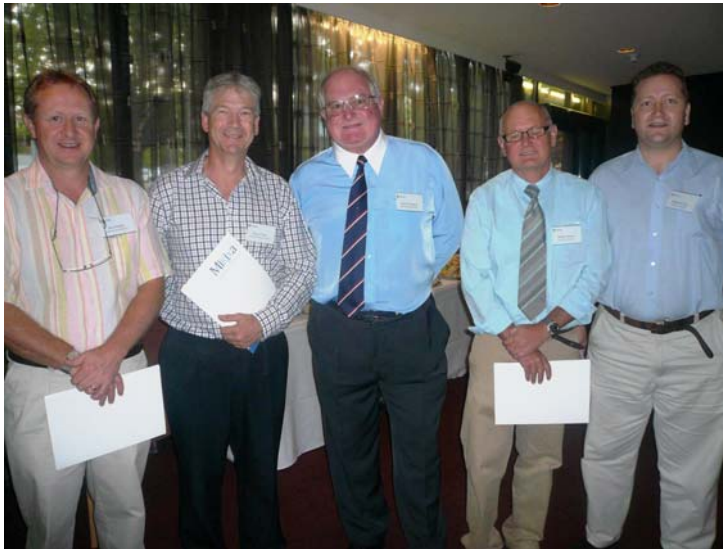
The first correct answer will win the prize - so be quick!

**HINT:** Visit the *Nailene* website at [www.nailene.com](http://www.nailene.com)

**CONGRATULATIONS** to Niroshmi Gunewardhane of MIMS Australia who was yesterday's winner.



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ABOVE: In Canberra last night, from left: Ken Meikle, Jamison Amcal; Peter Dickson, who'd made the trip from Kennedy's Pharmacy Wagga Wagga; Paul O'Connor, Jamison Amcal; Phillip Davies, Phillip Davies Pharmacy; and Richard Lyons, also from Kennedy's Pharmacy Wagga Wagga.

RIGHT: Mirixa is simply Capital! Also attending the ACT seminar were, from left: Ed Wright, Capital Chemist Isabella Plains; Bill Kelly, AACP; Alison Wright, Capital Chemist Isabella Plains; Peter Brady, Pharmacy Guild; and Tana Roberts, Capital Chemist Dickson.



## Mirixa comes to ACT

LAST night the Pharmacy Guild hosted its second last Mirixa seminar, with about 65 pharmacists attending the showcase in Canberra.

The final session will take place next Mon 16 Mar on the Sunshine Coast - before the software's official launch at the APP conference on the Gold Coast.

Attendees were told that Mirixa enables pharmacists to deliver improved patient services by "identifying and presenting an opportunity and framework to improve medication compliance."

## DISPENSARY CORNER

POLICE in China have taken to 'prescribing' an unusual stimulant for sleepy drivers.

The bizarre variant on Australia's 'Stop, Revive, Survive' campaign sees officers in the Chongqing region serving motorists chilli peppers at highway service stations.

"It's really good to have some hot peppers when you are tired from driving. They make you alert," local media reported one traveller saying.

PRINCE Charles is under fire for inappropriate promotion of complementary medicines.

Edzard Ernst, who's professor of complementary medicine at Peninsula Medical School in Exeter, accused the heir to the English throne of "quackery and exploitation" over a product sold by his Duchy Originals food company.

'Duchy Herbs Detox Tincture' is made from artichoke and dandelion, and is sold through major UK pharmacy chains including Boots and Waitrose.

Professor Ernst said "Prince Charles contributes to the ill health of the nation by pretending we can all overindulge, then take his tincture and be fine again."

He accused the prince of "exploiting a gullible public at a time of financial hardship."

However Duchy Originals ceo Andrew Baker said the herbal supplement was sold in accordance with European and UK food laws and was a "natural aid to digestion and supports the body's natural elimination processes."

"It is not - and has never been described as - a medicine, remedy or cure for any disease."

DENTAL hygiene is a top priority for a group of monkeys in Thailand, according to Japanese researchers.

The team from Kyoto University has described how the primates in a 230-strong colony near Bangkok cleaned the spaces between their teeth using strands of human hair, with the activity exaggerated when their young were watching.

## HOT Travel Deals

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.

AS the weather begins to turn colder the ski slopes beckon, and New Zealand operators are offering a range of amazing early bird deals for bookings made by 30th April.

New Zealand skiing is also very attractive because the Australian dollar buys more in NZ, so meals and other add-ons are much cheaper than in many other destinations.

All-inclusive deals from Value Tours start at just \$854 including return flights from Sydney, six nights accommodation at Mount Hutt, five days car hire and a five day lift pass.

Value Tours also has six night

packages in Queenstown, from \$1051 including airfares, car hire, seven nights accom and seven days of lift passes- more info 1300 361 322.

Alpine World is offering land only packages in Queenstown from \$692 including seven nights accom and car hire and a six day NZ Superpass which covers ski lifts at Coronet Peak and The Remarkables plus other activities - 1300 138 311.

And SkiMax has 7 day ground packages to Mt Hutt from just \$529 - 1300 136 997, while Ski Express deals start at \$1051 for seven days ex Sydney - more info on 1300 130 524.

## NAPSA for charity

THE National Australian Pharmacy Students' Association has announced that its inaugural Charity Cup will support the Fred Hollows Foundation's Indigenous Programs.

The annual campaign will encourage all 14 NAPSA branches around the country to hold events during Apr to raise funds and awareness for the selected national charity.

The NAPSA Charity Cup Award will be made to the branch which raises the most money, while there's also a NAPSA Charity Innovation Award presented to the branch which displays the most originality, enthusiasm and passion for the cause in their activities.

The Charity Cup was launched earlier this year during the NAPSA Congress 2009 in Perth.