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## Time to quit on-line

**NICABATE** is launching a new on-line product and in-store resource 'Path2Quit' which aims to educate smokers and health care professionals about the most appropriate therapy suited to an individual's needs.

Smokers will answer questions on-line or in-store via a diagnostic wheel, the results of which will direct them to the product that would best service their needs.

See [www.path2quit.com.au](http://www.path2quit.com.au).

## New understandings for TGA

**THE** Therapeutic Goods Administration has signed a new Memorandum of Understanding with its British counterpart, the Medicines and Healthcare products Regulatory Agency (MHRA).

The MoU aims to promote an understanding between the agencies of each other's regulatory framework, requirements and processes, as well as facilitating the exchange of information relating to the

regulation of therapeutic products.

The TGA also confirmed the establishment of a "collaborative arrangement" with the European Medicines Agency (EMA) which allows the exchange of confidential regulatory information and enables other collaborative activities.

## Drug dosage guidance

**A NEW** 'Safe Use' initiative that targets preventable harm from medication misuse has today been unveiled by the US Food and Drug Administration to combat the problem which is estimated to cost the US economy over \$4 billion per annum.

The agency said it intends to "collaborate with health care professionals and other stakeholders to identify drugs and drug classes that are linked to preventable harm."

The announcement came as the FDA also made public new guidance for companies which manufacture or market OTC medications packaged with dosage delivery devices such as calibrated cups, droppers, syringes and spoons.

## Pharmacists' support

**THE** Society of Hospital Pharmacists of Australia has donated \$2000 to the soon-to-be-nationalised Pharmacists' Support Service (PSS).

Currently managed by the Vic branch of the Pharmaceutical Society of Australia, the 24 hour telephone counselling service offers support to pharmacists who are suffering from stress and distress.

Chair of the PSS, Michael Scavone has thanked the SHPA saying that donations enable the service to continue.

## ADEC dates 2010

**THE** TGA has added new Australian Drug Evaluation Committee dates to its 2010 calendar: 05 Feb (Canberra), 09 Apr (Canberra), 04 Jun (Sydney), 06 Aug (Sydney), 01 Oct (Canberra) and 03 Dec (Canberra) - see [www.tga.gov.au](http://www.tga.gov.au).

## Win a month's supply of RioLife Açai



**CONGRATULATIONS** to **Julianne Alexander** of the **Pharmaceutical Society of Australia** who was the first reader yesterday to tell us RioLife Açai berries are harvested in Brazil, Amazon region.

Riolife has teamed up with **Pharmacy Daily** this week, giving readers the chance to win a month's supply of **RioLife Açai** every day this week, valued at \$50.

**Açai** (pronounced Ah- Sigh- Ee) is a small purple coloured berry,

high in antioxidants and vitamins, including vitamin e, iron, calcium and magnesium which has now been introduced to the Australian diet by Sydney based exotic energy food specialists **RioLife**.

One serve of **RioLife Açai** is equal in antioxidants to approximately 120 blueberries (a regular breakfast food for many Australians) with the bonus of almost no sugar at all.

**RioLife Certified Organic Freeze Dried Açai** is available from all good health food stores, pharmacies and whole-food stores nation-wide.

**For your chance to win a month's supply of RioLife Açai**, simply be the first reader to email the correct answer to the daily question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**How can RioLife Açai be used as a part of your daily health and beauty routine?**

Check out the RioLife website for hints at [www.riolife.com.au](http://www.riolife.com.au).

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### Shortchanged clinic

A promised GP Super Clinic in the township of Wallan in Victoria, has been significantly downsized to fit into a neighborhood house.

Wallan was promised \$1 million for a Super Clinic which would contain after hours GP services as well as a range of allied health services, in the lead-up to the 2007 election, however the funds, according to local MP Donna Petrovich, will now only cover a refit of the structures existing rooms.

"The situation we've got now is that there is a neighborhood house with three consulting rooms, and that there will be no additional GP services provided out of that clinic," Petrovich said.

Another local MP Fran Bailey, has joined the fray saying "the shire and the Federal Government know they can't construct, equip and staff a GP Super Clinic in a rapidly expanding area for \$1 million".

"Wallan's population is predicted to be 20,000 within the decade, that's a miserly \$50 a person that the Rudd Government is prepared to contribute to future health services", Bailey said.

### Blackmores bounces back

**COMPLEMENTARY** medicines manufacturer Blackmores is claiming significant market share growth over the last three quarters, with ceo Christine Holgate saying the company outperformed its competitors in all core markets over the last 12 months.

In a presentation to analysts today Holgate outlined dismal 1 third and fourth quarter results for 2008, in contrast to must better recent performance, including a healthy 14% revenue growth in the 3 months to 30 Sep - versus estimated market growth of 1.8%.

The previous quarter was even better with Blackmores revenue growing about 23%, which Holgate attributed to the government's stimulus package and "strong trade activity."

Holgate said that twelve months ago the company faced significant challenges including volatile exchange rates, a slowing in product innovation and a reduction in brand investment.

Despite this Blackmores grew profit to \$20.8m and has launched

a range of new products, returned to TV advertising, leveraged its strategic partnerships and supported "ground-breaking research".

Holgate said Blackmores was now well positioned to deliver further growth, with leadership across multiple categories and a strong pipeline of new products to capitalise on current health trends.

### Timesaving dispensary

**NATIONAL** Pharmacies' Elizabeth outlet in Adelaide has reportedly cut its prescription waiting time by half after it installed the latest Consis dispensary machine from Willach and Heise.

Consis is a fully automated robotic selector for drug storage and selection, which claims to eliminate the need to physically search for particular products.

After the product has been delivered via Consis to the technician or pharmacist, the staff member then confirms its is correct, then labels the product and offers advice to customers to customers.

"We've been extremely impressed with how effective the Consis systems have been in reducing prescription waiting times at peak periods in our stores - in most cases by up to half the usual wait time," said National Pharmacies general manager, Professional Services, Neale Burton.

"There is still a high level of human input in the dispensary process to ensure the highest levels of quality assurance and customer service are maintained," he added.

### Free obesity meeting

**THE** Australasian Society of Clinical and Experimental and Toxicologists is holding a free obesity seminar titled 'Obesity-are drugs the answer' at the Sydney Convention Centre on Sun 29 Nov between 1-2.30pm.

Guest speakers will include Ian Caterson, director of the Institute of Obesity and Nutrition and Exercise; Ric Day, director of Clinical Pharmacology and Toxicology, St Vincents Hospital; Margaret Morris, Professor of Pharmacology at the University of NSW and Joseph Proietto Professor of Medicine, University of Melbourne - RSVP to [ascept@meetingsfirst.com.au](mailto:ascept@meetingsfirst.com.au).



### DISPENSARY CORNER

**A VERY** muddy cure!

An Indian holy man is claiming to be able to heal the sick if they take a ritual bath with him in the disgustingly polluted mud banks of the river Ganges.

Avinash Tripathi recently left his family, home and job to commit himself to his mud healing, and says that "only by reconnecting with the rawness of nature can man find true healing".



Anyone for a healthy bath?

**CAREFUL** what you wish for.

A US man dressed as a breathalyser for Halloween was arrested on old Hallow's Eve after being pulled over and breath tested.

According to the arresting officers James Miller had a case of beer on his front seat and blew almost twice the legal limit of 0.08.

**PANDA** Poo is all the rage!

Adelaide Zoo is planning to expand its commercial pull with the release of 'Panda Poo' fertilizer when new residents Wang Wang and Funi arrive from China later this month.

According to zoo chief Chris West, bagged Panda Poo has a great appeal to gardeners

"It's a great mulch for roses and it'll be the sort of mulch that your neighbors won't have," West said.

"Pandas eat a lot of bamboo a day, about 20 kilos, and their weight doesn't go up every day so that'll tell you that they also produce a lot of poo," he added.



Funi making money on the loo!

### 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.

**MYBENTOURS** has introduced a special one-off saving of \$1500 per person off its Russia, Ukraine, Europe and China 2010 Viking River Cruises, when booked and paid in full before 18 December 2009.

Savings are inclusive of the company's most famous Russian river cruises including the 13-day 'Waterways of the Czars' journey and the 12 day 'Footsteps of the Cossacks' adventure.

For more info see [www.mybentours.com.au](http://www.mybentours.com.au).

For something slightly closer to home, **CREATIVE HOLIDAYS** is offering four nights for the price of three at the 3 1/2 star Hotel Wailea Maui, staying in a Garden

View Room including breakfast daily.

The deal is priced from \$525 per person/twin share, and is available for sale until 30 June 2010, for travel from 03 Jan until 30 June 2010 - see [www.creativeholidays.com.au](http://www.creativeholidays.com.au).

**TRAVELZOO** has released a range of specials on its Queensland product, including 35% off a 7-night stay at the four star Seacove Resort at Coolool Beach, which offers luxury accom set amongst native bushland, a 25-metre lagoon pool with heated spa, poolside entertaining areas and tropical gardens.

The special includes seven nights in a studio apartment with undercover parking, from \$425 per stay. See [www.travelzoo.com.au](http://www.travelzoo.com.au).

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