

OTC Update Baby

The number of baby products available to consumers has grown rapidly over the last few years. This month we will look at some of the issues customers will be seeking advice on for treating their baby. This week's topic is:

Skin Care

The skin of newborn babies is more sensitive than adult skin, so needs special care.

Bathing

Newborns do not need to be bathed every day. Warm water is usually all that is needed when washing a baby or infant, because soap can dry out their skin.

There are many soap free bath products available. Avoid bubble baths as they remove natural oils from the skin. A small amount of bath oil can be added to the bath to keep the skin soft e.g. *Alpha Keri*.

Soothing

After bathing the skin should be patted dry. A small amount of moisturiser can be used after bathing to keep the skin soft.

Organic products contain botanical ingredients to soothe, calm and protect skin. They are usually paraben and sulfate free and are a good alternative for sensitive skin e.g. *A'Kin pureBaby*.

Babies with eczema will need an unperfumed moisturiser such as sorbolene, which can also be used in the bath.

Shampoos

Shampoos for babies are also available. These are soap free and pH neutral, so won't irritate or dry the scalp.

Cradle Cap

Cradle Cap is a common condition to affect babies. It is a build up of natural oils that form a yellow crust on baby's scalp.

Regular massaging of the head when shampooing can prevent this.

The best way to treat cradle cap is to rub oil eg. olive, almond or apricot, into the scalp twice a day, to soften the crusts. Once the scales begin to lift, comb and shampoo hair.

The GFC is making me fat?

THE current global financial crisis could have major long-term health implications for Australia, including a rise in obesity, mental illness and chronic health conditions, according to the latest findings by Research Australia and MBF.

Designed for use by health policy makers, Research Australia's 'Australian Financial Crisis: Implications for Health and Research Report' has found that the GFC has sparked an increase in psychological distress for both employed and unemployed Aussies, whilst also increasing the number of disadvantaged long-term unemployed, characterised by a lower health status.

"The health impact of the GFC has largely been overshadowed by the focus on the economy," Research Australia ceo Rebecca James explained.

"However, the health consequences may be felt long

after the economy turns around," she added.

MBF's latest Healthwatch poll has backed up this hypothesis with its findings showing that the GFC is forcing one in four Australian adults to take action which places their health in jeopardy.

The results found that in the last six months, around one in five parents turned up to work whilst ill because of job security fears, whilst one in ten packed their sick children off to the classroom.

"The poll has revealed that more than two million workers have gone to work ill because they have been concerned about taking a sick day, and a worrying 17 per cent of Australians have avoided or delayed a visit to a GP, dentist or a specialist," said Dr Christine Bennett, chief medical officer of MBF parent Bupa Australia.

"Australia's continued investment in research will be vital to the development of effective health and social policy to ensure we are better prepared for the future," she added.

Type 2 diabetes DVD

A NEW type 2 diabetes educational DVD has been released by The National Prescribing Service and Diabetes Tasmania.

The DVD has been specially designed as a tool for use by health professionals when discussing diabetes management with newly diagnosed patients.

Broken up into 11 easy to comprehend segments the DVD covers issues including 'What is diabetes?' 'How your health professional can help', 'Managing type 2 diabetes with tablets', 'Answers to your questions about insulin', 'Understanding prescription medicine' and 'Type 2 diabetes management'.

"Type 2 diabetes is one of the fast-growing chronic illnesses in Australia – its prevalence is expected to nearly double over the next 40 years, but there has been a lack of educational resources that focus on medicines use issues," said NPS ceo, Dr Lynn Weekes.

She said the DVDs are a great home reference for patients, giving them time to slowly absorb the information after speaking with their health care professionals.

The DVD is also available in a variety of languages including Cantonese, Mandarin and German.

See www.diabetestas.com.au.

Tampering nurse

A NURSE who was addicted to painkillers in the USA has been sentenced to prison for product tampering.

Drea Gibson worked at a plastic surgery centre, and initially fed her addiction by stealing glass vials of Demerol from a locked cabinet, then recording that the drugs were being administered to patients.

However as her addiction worsened, she admitted breaking open and consuming the contents of Demerol ampoules, refilling them with saline solution and then super-gluing them back together and returning them to the cabinet.

A court heard that on multiple occasions anaesthesiologists at the clinic administered the tampered products to patients recovering from surgery.

When the patients complained that their pain wasn't being relieved the doctors switched medications and administered fentanyl instead.

Prosecutors said that not only did patients suffer unnecessary pain because of the tampering, but they were also placed at significant risk of infection because of Gibson's non-sterile handling of the tampered ampoules.

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ASMI recognition

THE Australian Self Medication Industry has awarded its president, Ralf Dahmen with an honorary life membership.

The honour was bestowed at the ASMI annual conference gala dinner, with ASMI executive director Juliet Seifert was also cited for her twenty years of dedicated work at the helm of the organisation.

Pharmacy E-Bulletin

THIS week's edition of the RGH Pharmacy E-Bulletin covers the use of cilostazol (Pletal) for the treatment of intermittent claudication - free copies from chris.alderman@rgh.sa.gov.au.

Foundation winner

CONGRATULATIONS to Amanda Elliot from Apotex, who was the first reader to correctly answer last Friday's Australis Foundation question.

See page two for this week's fantastic 'Travelling Well' comp.

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Stroke in children

STROKE is one of the top ten causes of death in children, a recent report by the Royal Children's Hospital in Melbourne, and the National Stroke Research Institute has revealed.

The retrospective study took into account the number of children aged one month to 16 years who were admitted to the Royal Children's Hospital emergency department between 2003-08 and were diagnosed with stroke.

The report showed that in most cases a paediatric stroke was not initially suspected, and that this diagnostic lapse could be due to the lack of paediatric stroke awareness amongst doctors, medical staffers and the community in general.

Researchers found that 57% of child stroke cases came from previously healthy children, with 84% citing a sudden onset of symptoms.

Public access to PI and CMI

THE Therapeutic Goods Administration has today launched a new online search facility which provides public access to Product Information and Consumer Medicine Information for prescription medicines available in Australia.

It's part of the TGA's ongoing business improvement program, with the move opposed earlier this

Emergency conference

THE Australasian College for Emergency Medicine's annual scientific meeting has opened today in Melbourne, with topics including the Vioxx (rofecoxib) case and 'Pharmaceutical company follies'.

Speakers will include Professor George Jelinek of the University of Western Australia, who was an expert witness in the Vioxx case and will refer to court evidence which claimed Merck kept marketing the drug after it was aware from internal research that "it caused at least a four-fold increase in mortality compared to placebo."

World Vision's Tim Costello will also present on the effect of climate change on emergency medicine, while other sessions will cover latest developments in toxicology, stroke management and preventive interventions in public health.

year in a petition organised by the Pharmacy Guild (*PD* 03 Apr).

The Guild said at the time that the website would "unnecessarily complicate and duplicate the existing streamlined provision of such information via the dispensing process."

Currently the new system only lists PI/CMI for 233 products, but the TGA said details would increase progressively as it's "able to make more documents available".

See www.ebs.tga.gov.au.

Breastfeeding strategy

THE Australian National Breastfeeding Strategy 2010-2015 has received the approval of health ministers nationwide, following a strategy development meeting in Adelaide last week.

The strategy is aimed at boosting the amount of breastfeeding amongst mothers as well as increasing the length of time that infants are breastfed, to fall into line with the current dietary guidelines of 12 months.

The platform provided by the strategy to protect, support, promote and monitor breastfeeding will now be progressed through Government under the Health Ministers Advisory Council.



DISPENSARY CORNER

ANOTHER example of why smoking is bad for your health.

Customs officials in Spain have seized more than \$2 million worth of counterfeit cigarettes which had been filled with rabbit poo rather than tobacco.

The fake cigarettes were then labelled as famous brands for sale on the black market, with the scam uncovered by British holidaymakers in the Canary Islands who knew something just didn't smell right when they lit up.

"They stunk. The smell just as you'd imagine burning poo to smell," said an officer in Tenerife.

"They not only smell bad but the toxic chemicals they give off are pure poison," he added.

Twelve smugglers were arrested when they tried to bring in a subsequent shipment from China.

A WOMAN has been prosecuted in the USA after lying about having cancer, and spending US\$10,000 raised at a benefit on a breast enlargement procedure.

24-year-old Trista Joy Lathern allegedly shaved her head to look like a cancer patient undergoing chemotherapy, and supporters held a fundraiser to help pay for her treatment.

Instead she spent the money on breast implants, telling police she was trying to save her marriage.

A GROUP of young chefs from South America have unveiled a new aphrodisiac dessert, with key ingredients including Viagra and passionfruit.

Spokesman Juan Sebastian Gomez from Colombia said "We got the idea four months ago when we were dealing with a nutrition project for older people.

"It occurred to us that we could use passionfruit - with all its connotations - and Viagra, and we came up with this dessert."

They said a group of elderly volunteers had helped refine the dessert using a process of trial and error, with the experiment including a double-blind placebo-controlled trial in which everyone who was given the special dessert "experienced heightened libido".

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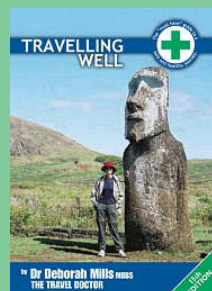
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Win a copy of Travelling Well!



Dr Deb is back by popular demand, and *Pharmacy Daily* is giving readers another chance to win a copy of Dr Deborah Mills' latest book, *Travelling Well*, valued at \$24.95.

The book is a must have guide to a safe and healthy journey, with detailed advice about pre-trip preparation, how to look after yourself while away, and what to do if you get sick.

Dr Deb, known as "The Travel Doctor" is one of Australia's leading travel health care providers, and has over 20 years experience in the field.

The 15th edition of *Travelling Well* has been updated to include new vaccines, current recommendations for treatment of travellers' diarrhoea and much more - see www.travellingwell.com.au.

For your chance to win one of four copies of *Travelling Well* this week, simply tell us what your best travel tip is when preparing for your holiday.

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

The lucky book winners will be announced in the *Pharmacy Daily* issue next Monday.