

Pharmacy DAILY

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Watch out for heat

THE threat posed by heat related medical ailments is under-recognised, according to experts speaking at today's Emergency Medicine Conference in Melbourne.

"Over the next century increased mean and greater extreme temperatures and other climate changes, along with the superimposition of urban heat island effects will increase heat stress significantly for people living in urban environments," said Professor Nigel Tapper, professor of environmental science at Monash University.

FDA analgesic OK

THE US FDA has approved Qutenza (capsaicin), a medicated skin patch based on a compound found in chili peppers, which relieves the pain of post-herpetic neuralgia - a complication that can occur after a bout of shingles.

Its use requires the application of a local topical anaesthetic.

Pharmacy prevention push

FEDERAL health minister Nicola Roxon last night urged pharmacy to play its part in preventative health as part of the evolving Australian health system.

Speaking at the Pharmacy Guild's annual dinner at Parliament House, Roxon said pharmacists should be playing a major role in reducing medication-related errors and avoidable hospital admissions.

She said consumers needed to receive accurate information on their medicines, while medication reviews are increasingly important.

While existing incentives and payments help support these activities, "not as many consumers are receiving these services as should be the case," Roxon said.

"We are looking to pharmacists to provide these services more

consistently in the future".

She also said there were new opportunities to "re-examine the role of the pharmacist in Australia" to maximise the use of their skills and ease GP workload pressures - particularly in the light of increasing efficiencies due to advances in dispensing technologies, which give more time to spend with patients.

Roxon said the role of pharmacists "could be further enhanced through primary care reforms that support professional services," with reform an opportunity for better use of pharmacist skills.

MEANWHILE Guild President Kos Sclavos also spoke at the dinner, saying everyone in the industry was looking forward to the government's response to the various reviews which have taken place this year.

He revealed that IT initiatives by the Guild were producing results, with Mirixa's compliance module already showing a 25% average improvement in adherence.

The Guild-backed eRx Script Exchange system has also so far processed 2.5 million prescriptions - "100 times more prescriptions than the sum total of every other e-health project in the history of Australia," Sclavos said.

UK decriminalisation

THE British Crown Prosecution Service has announced that it will shortly produce new guidelines to stop the automatic criminalisation of one-off dispensing errors.

The Royal Pharmaceutical Society of Great Britain welcomed the move, saying it's been "campaigning to change this inappropriate law for some time."



ADELAIDE'S Payneham Road Chemplus Compounding Pharmacy has been named as a winner of the 2009 Australian Small Business Champion Awards, in the Pharmacy & Health Food category.

Proprietor Lewis Pountentis, who's pictured above with his trophy, said the award "is a culmination of four years of solid work" from the pharmacy's team of employees.

"All of the staff have embraced the shift towards specialised and personalised healthcare and it has

paid off - as far as maintaining a new and solid customer base and also being recognised by Small Business leaders for our efforts," Pountentis said.

The pharmacy specialises in diabetes care, and has been a National Diabetes Services Scheme sub-agency for the past two years.

The pharmacy also produces compounded products used in several areas including menopause, dermatology, paediatrics and pain management.

Oral cancer vaccine

LISTED biotech firm Prima BioMed has today announced a collaboration with Dr Ian Frazer, the University of Qld and the University of NSW to develop an oral delivery system for cervical cancer vaccine, working in a similar way to Gardasil.

Clinical trials are expected to begin within the next 12 months, with oral administration set to make the vaccine easier to use in developing countries.

Pharma to patient

A NEW European Commission proposal to allow the pharmaceutical industry to communicate prescription medication information directly to patients, has gained strong support from industry stakeholders.

Fifty-four responses were received during the public consultation period, with the UK's Medicines and Healthcare products Regulatory Agency reporting an overall positive response rate.

The move mirrors the approach taken by the TGA in Australia which this week launched its new online CMI and PI portal (PD Mon).

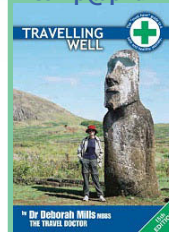
Win a copy of Travelling Well!

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.

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!

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 Guild

Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



DISPENSARY CORNER

A RECENT spike in UK sales of Fisherman's Friend cough lozenges is being attributed to the belief that the aniseed flavoured treat may cure swine flu.

It's claimed that the spice Star Anise - the basis of aniseed - is a common ingredient between Tamiflu and the aniseed variety of the throat lollies.

"Sales are up 43% since June and we are struggling to cope," said a spokesperson for the manufacturer, Fleetwood Ltd.

The products have been made for 65 years but it's the first time that they've been postulated as a remedy for a global pandemic.

"We make no claims for our product - though enjoying a Fisherman's Friend will certainly do no harm. People are making the aniseed link themselves," the spokesperson added.

A CHINESE man who had his body cut in half when he was run over by a truck has stunned doctors with his recovery.

Peng Shuilin has spent close to two years in Shenzhen's Bujie Hospital, undergoing a series of operations to reroute every major organ and system in his body.

"We've just given him a check up and he is fitter than most men his age," said Bujie Hospital's vice president, Lin Liu.

"He is amazing and the only person in the world to survive having so much of his body amputated," Liu added.

Shuilin now gets about town in a wheelchair, and has opened his own 'Half Man-Half-Price' discount supermarket.

He also spends time lecturing on recovering from injury.



Shuilin shows-off his handstand ability.

Rock and Roll

In time for Christmas John Varvatos **Rock Limited Edition** fragrance for men. Inspired by a passion for rock'n roll, the scent boasts a blend of rose absolute and coffee for a new level of sensuality. In a heavy metal shell that encases the bottle.

RRP: 125ml \$110

Stockist: Trimex

Tel: (02) 9663 4277



Skincare for Baby

DermaVeen Baby range is designed specifically for the sensitive skin of babies and toddlers. Fragrance free, the range is pH balanced with no lanolin, parabens or dyes. Containing a natural colloidal oatmeal, great for treating Eczema, dry skin patches, nappy rash, dermatitis, minor burns and sunburn. The range includes a moisturising cream, soap free wash, shampoo and bath oil.

RRP: Moisturising Cream \$13.60

Stockists: Valeant Pharmaceuticals and wholesalers

Collector palette for summer

In a beautiful gold case the limited edition **Clarins Eye palette** contains four shades of eye shadow in Pink Silver Shimmer, Pearly Yellow Gold, Maron Glace and Sequined Brown. Also contains a Chocolate Black Eyeliner, Eye shadow Applicator and Eyeliner Applicator.

RRP: \$70

Stockists: Trimex

Tel: (02) 9663 4277



Handy Hand Sanitiser

Gelfast 2Go is a unique clip-on instant hand sanitiser. With its flex-clip it can clip onto handbag straps, bottles, belts loops or anything. Its food safe formula kills 99.99% of germs quickly and safely. Available in white or grey

RRP: \$4.50

Stockists: All wholesalers

Tel: DB Health, 1800 057 507

Be bronzed ready for Christmas.

All About Glo Face Bronzing Lotion will give you that summer glo for all those Christmas parties. The smooth, mineral based moisturising formula gives a great bronzed sheen. Or for a quick touch up the **Bronzing Brushes** in Mini and Maxi size are ideal for travel or popping in your handbag. Available in three shades 9CT for fairer skin, 18CT for medium complexion and 24CT for olive complexions.

RRP: Face Bronzing Lotion \$29.95, Mini Bronzing Brush \$17.95 and Maxi Bronzing Brush \$29.95

Stockists: Creative Brands, Tel: 1800 650 981

