



Nicorette re-launch

JOHNSON & Johnson is relaunching its Nicorette inhaler in a \$1.5m T.V, print and digital campaign throughout Jan 2010 to capitalise on the New Year's Eve quit-smoking market.

The company is encouraging pharmacists to speak with their clients who are considering quitting about tackling their 'hand to mouth' habit.

Shaped to mimic a cigarette, J&J's Nicorette inhaler is claimed to be the only nicotine replacement therapy that deals with smoker's physical addiction.

Afinitor slows cancer growth

RATHER than providing a cure, the latest drug advances in the treatment of late-stage kidney cancer are aimed at turning the disease into a form of chronic illness, according to leading cancer expert Dr Ronald Bukowski.

Speaking yesterday from the Clinical Oncology Society of Australia's annual conference on the Gold Coast, Bukowski said that as a second line treatment for stage IV metastasised kidney cancer the new once daily oral pill treatment, Afinitor, decreased disease progression by up to 57%.

Working on a cellular level to change the way that the cancer

grows, Bukowski said that recent trials of Afinitor showed that it prolonged the time to disease progression almost two-fold with patients showing an average disease retardation of around five months, compared to the placebo rate of two months.

Bukowski said researchers are now looking for the third and fourth treatment steps to complete the progress of controlling the disease, while Afinitor is also set to be trialled on carcenoid tumours and rare forms of lymphoma.

The drug's manufacturer, Novartis, is hoping to have the drug PBS listed, but have said that until it is, will continue to provide the treatment free of charge to eligible patients who are enrolled by their doctors in the Afinitor Access Scheme.

Viread now on PBS

THE Pharmaceutical Benefits Advisory Committee has given PBS approval for hepatitis B treatment, Viread, from 01 Dec, for use in the treatment of chronic patients who are 'treatment naive or have failed other antiviral treatments'.

Viread works by suppressing the hep B viral load, with recent studies reporting a reduction of the virus in hepatitis B antigen negative patients by up to 90%.

"Viread will be an important new treatment option and its funding represents a significant step forward in the fight against chronic hepatitis B," said Assoc Prof Simone Strasser of the University of Sydney.

From 01 Dec, the drug will be included on the PBS' S100 highly specialised drugs program with a Private Hospital Authority required.

Complementary trials

THE National Institute of Complementary Medicine (NICM) has announced six grants which aim to provide clinical data evaluating the benefits of CMs such as fish oil, ginseng, ginkgo biloba and acupuncture.

Six projects have been funded, with NICM executive director, Prof Alan Bensoussan, saying it's hoped they will "provide major insights into the impact integrated care can make to our health system."

Research will be carried out at a range of institutions including RMIT University in Melbourne which plans to test the use of ginseng to treat chronic obstructive pulmonary disease, as well as at the Alfred Hospital which will look at the effects of coenzyme Q and fish oil therapy in cardiac surgery patients "to assess the feasibility of this integrated complementary approach in a high tech hospital setting."

The grants also aim to create vital data to develop practice guidelines for CM alongside mainstream medical care.

Genzyme gives back

GENZYME Australasia yesterday partnered with Habitat for Humanity Australia to help build housing for a family in the western Sydney suburb of Bidwill.

MD Dan Brown said the work was coordinated by the Genzyme Community Team, with the company committed to "making a tangible positive contribution to Australian communities."

TGA's S38A guides

THE Therapeutic Goods Administration has released details of its proposed S38A guidelines, designed to govern licensing arrangements for two or more Australian manufacturing sites for local manufacturers.

To view the proposed rules go to www.tga.gov.au.

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Kids and alcohol

YESTERDAY the federal government launched its latest preventative health campaign 'Kids and Alcohol Don't Mix', in the lead up to Australia's infamous 'schoolies week'.

Targeted at parents, the campaign aims to curb the increase in underage and binge drinking, and is part of the gov't's \$53m National Binge Drinking Strategy.

"I congratulate all those involved in the 'Kids and Alcohol Don't Mix' campaign on their efforts and look forward to continuing to work to change the culture of binge drinking in Australian society," said Minister for Health and Aging, Nicola Roxon.

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.

BEYOND TRAVEL has special single traveller fares for its small ship seven night Dalmatian Island costal cruises from Dubrovnik and Split (Croatia).

The 'no single supplement' deal starts at \$699 and \$727 and includes accommodation, breakfast and lunch, as well as the services of a crew of six and a captain and cook, for departures in April, May and October 2010.

See www.beyondtravel.com.au.

CRUISEPILOT is offering a seven night cruise aboard P&O's *Pacific Jewel* sailing roundtrip from Sydney to New Caledonia for just \$1068 per person, twin share.

The price includes accommodation in an outside cabin, taxes and all onboard food and entertainment.

Port stops include the Isle of Pines and New Caledonia.

For information, or to book go to www.travelzoo.com.au/news.

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Regulations for biologicals

THE TGA has released details of the current draft status for the Australian regulatory framework for Biologicals (the regulation of human cells and tissues) which (pending approval) will break approved biologicals into four classes, and all biologicals will be subject to inclusion on the Australian Register of Therapeutic Goods.

This classification system will be based on factors including risk, the extent of cell and tissue manipulation and whether its intended use is its usual biological function.

Each class will then fall under varying levels of TGA regulation with all biologicals subject to inclusion in the Australian Register of

Therapeutic Goods, unless exempt.

A Class 1 biological will cover those that are not banked and not 'processed' i.e. manufactured by a process other than centrifugation, refrigeration, freezing, trimming, flushing, washing or similar actions - referred to by the TGA as 'minimal manipulation' - or it is declared by Order to be Class 1.

A biological is Class 2 if it is banked and not processed; or it is declared Class 2 by Order.

A biological will be Class 3 if it has undergone processing beyond minimal manipulation- which may have altered the structure and properties of the cell or tissue, but does not purposefully alter the biological activity; or it is declared by Order to be a Class 3 biological.

A biological is Class 4 if it is processed in a manner that deliberately manipulates the cell or tissue's biological property; or the intended use is not its homologous function; or it is declared by Order to be a Class 4.

According to the TGA the biological framework is set for implementation in 2010, with a three year transition period, and the guidelines also include recommendations for clinical trials.

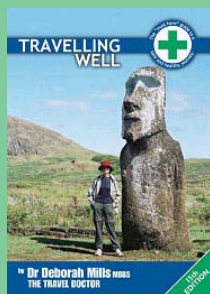
Pan-'not-so'-demic H1N1

THE third batch of Australia's H1N1 vaccine may go unused, according to the latest report by the Medical Journal of Australia.

According to the report, Australia has enough H1N1 vaccine to achieve adequate coverage.

Eighty percent of Aussie's surveyed for the study recorded that they considered the threat posed by H1N1 to be mild, whilst only a small portion considered themselves in the 'at risk' category.

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.



DISPENSARY CORNER

RESEARCHERS at Auckland University in conjunction with dairy product manufacturer, Fonterra, have developed a special ice-cream designed to combat some of the negative side-effects of chemotherapy.

According to the researchers, the tasty treat 'ReCharge' will help patients suffering from diarrhoea, weight-loss, immune system damage and anaemia.

Trials of ReCharge are currently underway, with results expected in the near future.

AN AMERICAN research team has discovered hardening of the arteries in 3500 year old ancient Egyptian mummies.

The findings were revealed in CT scans of the heart and blood vessels of 20 mummified corpses.

Until now, the build up of fat and cholesterol in the heart's inner wall blood vessels was thought to be caused by modern factors, such as fast food, however researchers found atherosclerosis in three of the mummies they looked at.

EAT your fruit and vegetables and you will grow up beautiful!

A new British survey which asked participants to change people's photos via computer manipulation, to make the subject appear healthy found that the most common changes were to the complexion.

Subjects were given added rosiness, brightening and yellowness, all of which the researchers said can be achieved by eating a wide variety of fruit and vegetables.

THIS is definitely serendipity.

Boehringer Ingelheim is hoping to market its new drug flibanserin as "the female answer to Viagra" after the compound was found to increase sexual desire in women.

The discovery was made while the medication was being trialled as an antidepressant.

The drug failed to make any significant difference to depressive symptoms, but female participants reported heightened libido.