

## OTC Update Baby

This month we will look at some of the issues customers will be seeking advice on for treating their baby.

This week we will look at:

### Teething

Babies start teething at about four months of age. This can be a difficult time for baby and parents as bub is usually unsettled. When the baby's tooth breaks through, the skin over the tooth will become red and swollen, and the gum may feel hard. Some babies find this painful and uncomfortable. Babies can show signs of teething in various ways. Some common signs and symptoms of teething include:

- flushed cheeks
- increased dribbling
- unsettled, crying
- sleeping problems
- loss of appetite
- loose bowel movements
- skin rashes
- fever

• ear ache, pulling at ears  
Teething usually involves helping to reduce the pain. Teething Gels- such as *Bonjela*, *Sedagel* and *Curash Teething gel* can be massaged into the gums, they are fast acting and offer targeted relief. Most contain a salicylate to treat pain and reduce inflammation. Teething rings - some can be cooled before giving to the baby to chew on. They provide temporary relief and can help the teeth cut through. Teething Rusk- are great for babies over 6mths. Homeopathic remedies are also available such as *Brauer Teething Relief*. Oral *Paracetamol* or *Ibuprofen* can be given if fever present.

## New NPS online training

THE National Prescribing Service has released a new online learning program, 'Finding Evidence - Recognising Hype', designed to help pharmacists, doctors and nurse practitioners with independent evidence-based information about new medications.

"There has been a lot of discussion lately about the influence of marketing and promotional information on prescribing practice," said NPS ceo Dr Lynn Weekes.

"When a new drug comes onto the market the questions that should be considered for each individual patient include: how does it compare to existing therapies, how were clinical trials carried out,

and what are the risks and benefits of this medicine for this particular patient?" Weekes added.

The six hour program consists of six modules providing health professionals with resources to help answer the above questions as well as research evidence on new drugs, where to find reliable drug information, skills for reading clinical trial research critically and effectively and effective ways to communicate the risk and benefit properties of new medications with patients.

The program also includes an e-toolkit enabling participants to set up personal resource files and future alert systems.

To enrol go to:  
<http://www.nps.org.au/ferh>.

## And the winners are...

CONGRATULATIONS to the winners of last week's *Pharmacy Daily Travelling Well* comp: Michele Joyce, Camdensvale Hospital Pharmacy; Jae Yeo, Medicare Australia; Nick Adams, Burrum St Pharmacy and Kymmy Palmer of Wee Waa Pharmacy.

## PBS approves Singulair

THE PBS has approved Singulair for use as an add-on to inhaled corticosteroids to prevent exercise-induced asthma for children aged between 6-14 years.

## Win an A'kin Radiance Serum



Every day this week, A'kin is giving *Pharmacy Daily* readers the chance to win an [A'kin] Pure Alchemy Cellular Radiance Serum, valued at \$39.95 each.

Energise, brighten and revitalise your skin with [A'kin] Pure Alchemy Cellular Radiance Serum with pomegranate, seabuckthorn antioxidants and omega 9, 3 and 6. You can win this uniquely potent, pure dual-action serum packed with

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For your chance to win this great prize, 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).

What are the 6 certified organic extracts in [A'kin] Pure Alchemy Cellular Radiance Serum?

Check out the Purist website for hints at [www.purist.com](http://www.purist.com).

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## Pharmacists preferred

**PATIENTS** aged between 25 and 34 prefer to seek advice from their pharmacist rather than their doctor when dealing with allergic rhinitis, according to the latest research from GlaxoSmithKline.

The study took into account the responses of 1006 Aussies, and also found that in contrast to younger Australians, people aged 45 and up preferred to deal with their doctor regarding hayfever treatments.

Of the patients surveyed, 63% said their allergies significantly affected their mood and 55% said hayfever created sleeping difficulties, whilst 44% reported issues with concentration associated with their condition.

72% of respondents said that they had tried more than one medication, whilst most patients reported their treatments were 'effective'.

## US gets My Dose Alert

**THE NEW** 'My Dose Alert' technology from US pharma company, Pharmacy Development Services, is currently proving itself as an effective method of helping patients keep on track with timely medication dosing.

The program works by having a third party contact the patients at a specified time of day, either via a phone call, text message or email, to remind them to take medicines and vitamins.

Any patient may utilise the free system from participating US pharmacies, and to be eligible patients must first sign a release of information form and provide their contact details, which are then passed onto the third party.

As yet the technology is only available in the US and Canada.

## PBS approves Singulair

**A STUDY** conducted by Lancet has found that a change in lifestyle can potentially delay the onset of type 2 diabetes by as much as ten years.

The study followed the largest-ever type 2 diabetes prevention trial, with initial findings showing that patients who lost around 7kgs were more likely to control the disease, than those taking prescribed medications including metformin.

## Online Interpol crackdown

**THE** International Criminal Police Organisation (Interpol) has cracked down on 751 'pharmacy' websites engaged in illegal activities including the sale of prescription only drugs.

Operation Pangea II was set up in response to the increasing boom in illegal pharmacy sites, and involved co-operation between Interpol, the World Health Organization's International Medical Products Anti-Counterfeiting Taskforce and around 24 individual countries including Australia.

"Our primary goal in Operation Pangea II is to protect the public by removing counterfeit and illicit medicines from the market, by shutting down those engaged in illegal sales on the web and by criminally prosecuting those potentially putting the lives of

innocent consumers at risk by selling counterfeit or illicit medicines," said Interpol's secretary general, Ronald Noble.

The monitoring operation focused on three main areas used by the websites to conduct business: the Internet Service Provider (ISP), the payment systems and the drug delivery service.

As a result, 751 websites were found to be engaged in illegal activities.

The lynch-pin of the operation was last week's five day sting (16-20 Nov), in which over 16,000 packages were inspected, 955 packages were seized and 167,000 illegal and fake medications including antibiotics and slimming pills were confiscated.

The week-long siege also resulted in the total shut down of 72 suspect sites, and the investigation of 22 individuals for crimes including the illegal sale, counterfeit and supply of prescription only medications.

"As the very positive results of this global effort are made public, Interpol and its member countries will prove again that the internet is not an anonymous safe haven for those who use it for criminal purposes," Noble said.

"We also hope that by raising public awareness about the dangers of illegal internet pharmacies, consumers will exercise greater care when purchasing medicines on the Internet," he added.

## New wound trial

**A PROOF** of concept trial is currently underway for a new Australian-developed wound treatment covering an extensive range of wounds including hard-to-heal venous and pressure ulcers.

Produced by Phoenix Eagle, the new Opal A filtrate and cream system is typically applied and derived from the paw paw plant.

The double-blind placebo-controlled trial will now assess the cream's safety and effectiveness.

"It is wonderful to test an Australian-developed preparation for a problem that affects four percent of the world's elderly population," said trial assessor Prof. Michael Woodward.

## Pharmacy can fill gap

**THE** Pharmaceutical Society of Australia has welcomed the federal Minister for Health's comments that pharmacists were in a unique position to provide both primary and preventative care, as part of the Govt's new reform agenda.

"Ms Roxon's focus on preventive health is an area in which the PSA is well placed to provide valuable assistance and indeed, through Pharmacy Self Care, is already providing many of services fundamental to an efficient and sustainable preventive care infrastructure," said PSA president Warwick Plunkett.

Plunkett also said that the PSA's 'groundbreaking protocols and systems' which provide consumers with consistent service and in-depth health information could fill the government's call for better self care by consumers.

"There is no need for the Government to enter into a costly exercise of establishing infrastructure and services which already exist under Pharmacy Self Care," he said.

"Rather the Government should be looking to build on what PSA and Pharmacy Self Care have painstakingly developed and refined over the past 22 years to be a model that is internationally held in the highest regard," Plunkett added.



## DISPENSARY CORNER

**RESEARCHERS** studying the water quality at Ohio State's Mirror Lake, have found that the water temperature and levels of ammonia 'mysteriously' rise straight after a traditional pre-football game dip at Ohio State University.

The annual tradition sees thousands of students take the plunge and apparently, a bit of a loo-stop.

Research associate, Steve Goldsmith who worked on the study, said that the rise in temperature could be due to the warmth of hundreds of hot bodies cooling off - but "the ammonia can only mean one thing..."

Goldsmith has advised the revellers to have fun, but not to swallow the water.

**HERE'S** an unusual baby name.

A British couple have decided to name their new daughter Kia, after she was delivered on the back seat of their people mover.

Tony Richardson and Samantha Smythe were heading to the hospital in their Kia Carens when they realised they weren't going to make it, with Baby Kia born at 4.30am in the rear of the vehicle.

The car manufacturer is said to be so thrilled at the unexpected publicity that it's giving the pair a new car to help celebrate.

UK Kia md, Michael Cole, said "We would like to welcome Kia to the Kia family and wish her a wonderful life."

**AN ACTRESS** with epilepsy is being criticised over plans to try to induce a fit on stage as part of a 24-hour performance funded by the British Arts Council.

Rita Marcalo says she's stopped taking medication ahead of the production of 'Involuntary Dances' in Bradford, UK next month.

The audience will be provided with sleeping bags, and will be woken by a siren as soon as she suffers a seizure, "so they can film it on their mobile phones."

Marcalo said she will use strobe lights to try to induce a fit, saying the performance aims to highlight the "invisible nature of epilepsy".