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## Sigma sells shares

**AS** part of its retail and institutional \$297m capital raising, Sigma Pharmaceuticals has sold shares that were not taken up by retail investors at the issue price of \$1.02.

Overall Sigma reached its target with retail share sales netting revenue of \$164 million and institutional sales raising \$134 million.

## RPSGB recruitment

**THE** Royal Pharmaceutical Society of Great Britain has announced the start of a recruitment process for a Chief Executive for its new professional leadership body.

The new body will be led by the appointee once it demerges from the Society on 01 Apr 2010.

## Professional register

**THE** Pharmacy Guild has added a new 'Professional Pharmacy Services Participating Pharmacy Register' search facility to its website, allowing users to find pharmacies in their areas offering Dose Administration Aids, Patient Medication Profiles, Diabetes Medication Assistance Services and Asthma Management Services.

## TGA ad code clarification

**THE** Therapeutic Goods Administration has published a presentation to help clarify the Therapeutic Good Advertising Code, focusing on its specific regulations and the implications for direct to consumer advertising.

The information was presented at the Medical Technology Association of Australia Annual Conference in Sep, but has only just been posted on the TGA website.

The TGA defines advertising as "any statement, pictorial representation or design, however made, that is intended, whether directly or indirectly, to promote the

use or supply of the goods."

Advertising must 'be socially responsible and not mislead or deceive consumers', and products must not be advertised for use beyond that which they are approved for.

Adverts must also contain only 'verified, correct and balanced statements' and must not 'arouse unwarranted/unrealistic expectations of effectiveness...imply a harmful outcome if not used... encourage inappropriate use' or claim to have no side-effects.

According to the code all adverts must also include trade name, accepted indications, ingredients listing and cautionary statements.

All online advertising content to health care professionals must be accessible via a secure site not available to the public.

Ads must not contain government agency or healthcare professional endorsement - but professionals may advertise price and availability of therapeutic goods from their retail businesses - see [tga.gov.au](http://tga.gov.au).

## Your daily bread

**FROM** today all bakers must replace their current salt with iodised salt, as part of a new mandatory food standard designed to help combat iodine deficiency throughout Australia.

The ruling comes on the heels of a Sydney University study which showed that iodine deficiency throughout Australia was again on the rise.

"This was a tragedy because iodine deficiency is the commonest preventable form of intellectual impairment in the world," said research collaborator, Professor Eastman.

Blackmores has however scrutinized the mandatory iodine fortification of bread, warning that this measure is not enough to address iodine deficiency and suggesting that additional supplementation is, in most cases, necessary.

"Australian children would need to consume five times the average serve (approximately 10 slices) each day of fortified bread to get enough iodine to reach their intellectual potential," claimed Blackmores Director of Education, Pam Stone.

## The Great Debate

A highlight of this year's annual Pharmacy Australia Congress is set to be the new 'Great Debate' feature between pharmacy experts with diverging views on the future direction of community pharmacy.

The topic is *The answer to our future viability is increasing FOS sales not more professional services*, and audience members will hear prominent pharmacists, Terry White and Terry Herfert argue for FOS expansion, whilst professional service implementation expert professor Charlie Benrimoj and former Qld Guild vp Karen Peachey will lay out the case for the professional service model.

"The outcome of this debate may well determine the future direction for your pharmacy so your presence should be mandatory at 4pm on Friday 16 October," said the Pharmaceutical Society of Australia's national president, Warwick Plunkett.

## WIN NAILENE TOTAL CARE

**CONGRATULATIONS** to Scott Ripley from Osborne Park Hospital, who was the first reader to tell us two coats should be applied before nail polish.



**THIS** week Nailene has teamed up with **Pharmacy Daily**, giving readers the chance to win a bottle of Nailene Total Care.

Valued at \$14.99, Nailene delivers the revolutionary technology of five nail treatments in one with the Nailene Total Care 5 in 1 treatment.

This treatment can be used as a smoothing base coat, bio-strengthener, growth treatment, mega gloss top coat and break resistant hardener.

Simply apply two coats to nails and a thin protective coat over the top of nail polish for stronger, longer, hydrated,

shiny nails!

For your chance to win your own bottle of Nailene Total Care today, simply send through the correct answer to the following question:

**How many protective coats should you put over the top of nail polish?**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

The first correct entry received each day will win!

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## CPD Calendar

### WELCOME to *Pharmacy Daily's*

Continuing Professional Development Calendar, featuring upcoming events, conferences and opportunities for pharmacists to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au).

**10 Oct:** 'Clear Communication' seminar run by the NSW Assn of Health Professionals, PSA St Leonards - 0401 998 943.

**10-11 Oct:** Stage One Accreditation Medication Management Review Workshop in Townsville - 07 4725 8915.

**11 Oct:** Wound Care Workshop at Canberra Business Event Centre - [www.psa.org.au](http://www.psa.org.au).

**12 Oct:** A PSA seminar on Herbal Medicine - the Inside Story will be held in Toowoomba Qld - [kellym@psaqld.org.au](mailto:kellym@psaqld.org.au).

**14 Oct:** Pharmaceutical Council of WA lecture on COPD - register [lgregory@pcwa.com.au](mailto:lgregory@pcwa.com.au).

**14 Oct:** NSW Chapter Retail Pharmacy Bus Tour of the Northern Peninsula Sydney - [www.acp.edu.au/](http://www.acp.edu.au/).

**15-18 Oct:** Pharmacy Australia Congress 2009 will be held in Sydney - [www.pac2009.com.au](http://www.pac2009.com.au).

**29-31 Oct:** The Pharmacy Assistant National Conference - [www.pharmacyassistants.com](http://www.pharmacyassistants.com).

**04 Nov:** Type 2 Diabetes and hypercholesterolaemia with Prof Peter Carroll, Pharmacy Guild St Leonards - 02 9467 7170.

**5-8 Nov:** National Medicines Management Conference in Perth - [www.shpamm2009.com](http://www.shpamm2009.com).

**12 Nov:** The ASMI annual conference and agm at the Australian Technology Park in Redfern, Sydney - [asmi.com.au](http://asmi.com.au).

**16-23 Jan 2010:** Pharmacy Study Tour in Aspen, Colorado - [www.medic.com.au/study-tours](http://www.medic.com.au/study-tours).

**4-17 Feb 2010:** PSA Expedition Education conference in Chile and Patagonia. Limited to 50 people - 1300 139 293.

**28 Apr-7 May 2010:** The PSA will hold its 35th annual offshore conference in Beijing and Shanghai - 1300 139 293.

## Aussies skip doses to save

A STUDY of Australian consumers conducted by pharmacy analysis specialists Datamonitor has shown that ten percent of Aussies would try to make medication last longer by either skipping doses or splitting pills if their budgets got too tight and they were forced to reduce expenditure.

The figures analysing consumer response to recession also revealed that thirteen percent of those interviewed would be less likely to fill a prescription without a concession card.

Commenting on the findings,

### Vanity is the cure

THREE out of four Australian smokers would be more likely to quit if they could foresee the premature aging and skin damage it creates, according to research conducted recently by Galaxy.

The study suggests that health professionals may have more success by appealing to smokers' vanity when urging them to quit.

The research used special facial-age progression software to show smokers what they would look like after years of continuing to puff.

Datamonitor healthcare analyst, Lisette Oversteegen, said:

"although understandable, these findings are very worrying, as medicines may not be effective when not taken as prescribed."

In addition to making pills last longer Datamonitor found that over a quarter of Australians would also consider missing out on their own medication in order to prioritise their children's medical needs.

Datamonitor regularly produces reports on the pharmaceutical industry in the US, Europe and Japan and has recently set up a dedicated Australian team in Sydney which will produce reports on the local market.

### iNova on the block

THE owners of iNova Pharmaceuticals this week sent an information memorandum to potential bidders, with the company up for sale for as much as US\$900m.

The *Financial Review* today said prospective purchasers of the business include sanofi-aventis, Merck, Wyeth and GSK.

iNova is owned by private equity firms Ironbridge and Archer Capital.



## DISPENSARY CORNER

ANYONE for a tasty hearing aid?

87 year old American, Violet Bishop, has recently made a meal of her brown coloured hearing aid - after mistaking it for a chocolate milk dud.

Whilst chewing the sweets Violet noticed that one was in fact, not as fresh as the others.

"One was rather crunchy and I could not get it to soften up, no matter how hard I tried," she said.

Fortunately for Violet her hearing aid was fixable and from now on has promised to watch what she eats!

WHEN one skull just isn't enough...

An English man, Gordon Moore, who had part of his skull replaced by a metal plate after a car crash in the 1950's, has shocked his doctors by growing a new one.

The discovery was made after Moore's metal plate recently began protruding out of the top of his head.

When grafting failed, surgeons decided to operate, and removed the plate, finding that the whole area had in fact, regenerated itself, in the exact shape of the metal plate.

"We had no idea what we were going to find underneath, but I didn't expect to find a new skull," said Newcastle neurologist, Param Bhattahiri.

Gordon was expecting a lengthy wait for a new plate, but all the surgeons had to do was sew his skin up and send him on his way.

WELSH wildlife officers have announced a plan to put grey squirrels living on the island of Anglesey on the contraceptive pill.

The move aims to preserve a rival population of red squirrels, which is thriving after the grey variety were culled in a conservation program in 1998.

Since then grey squirrels have started to return, crossing to the island along two bridges.

A spokesman for a local conservation society confirmed the contraceptive move, as an alternative to guarding the bridges to stop the grey invasion.

## It's all about the Glo!



THIS week Creative Brands officially launched its new 'All About Glo' range.

The specialist range features eleven new products for bronzing and illuminating the skin.

Suited to all skin types the products are designed to give women radiant and luminous looking skin, with the range of loose

and pressed powders, and liquid for illuminating and bronzing.

Featured above at the glittering launch in Sydney are some of Creative Brands Pharmacy team, from **left:** Kelly Pagett, Area Manager; Lisa Nicholl, Area Manager; and Joanne Atkinson, State Manager.

Products are available in October.