

MA vaccine highlight

MEDICINES Australia says the govt must "heed the contribution of innovative medicines and vaccines to preventative health," with ceo Ian Chalmers saying the Preventative Health Taskforce Report (**PD** yesterday) "underplays the role of pharmaceuticals."

He said that while the report gives the govt a framework to tackle the health issues of obesity, smoking and alcohol, vaccines and medicines "have a central role to play in supporting the government's key health priorities of preventative health, chronic disease management and easing the strain on the public hospital system."

Chalmers said that while exercise and diet can be effective means of disease prevention, there are also cost-effective prescription medicines which can play a key role.

The taskforce says its next review will focus on vaccines and mental health, which Chalmers said were "two areas where pharmaceutical intervention is absolutely central."

Pharmacy's ready, says PSA

AUSTRALIAN pharmacists are ready to help implement key recommendations of the Preventative Health Taskforce report (**PD** yesterday), according to Acting Pharmaceutical Society of Australia president, Grant Kardachi.

He said a number of the measures recommended in the report were already being undertaken by pharmacists.

"The taskforce strategy sets a

number of ambitious targets including halving and reversing the rise in the number of overweight and obese people and reducing the prevalence of daily smoking to 10 per cent or less," he said.

"These are targets that can be met if the strategy makes use of the programs targeting these areas that are already in place in community pharmacies."

Kardachi said reduction in excessive drinking of alcohol was also targeted, and "once again pharmacists are the ideal and most appropriate health professionals to run these programs."

"Pharmacists are the most accessible of all health professionals and consumers concerned about their weight, or their drinking or smoking, can walk into a pharmacy and get professional advice immediately," he said.

The PSA's existing Pharmacy Self Care program should be recognised as a "pillar" in the preventive healthcare strategy, Kardachi added, meaning "the government doesn't have to reinvent the wheel."

ASMI report feedback

THE Australian Self-Medication Industry has welcomed key elements of the draft National Preventative Health Strategy report (**PD** yesterday), in particular its encouragement for greater personal responsibility in managing health and wellbeing.

Executive Director Juliet Seifert said ASMI "supports measures to address preventative health and the treatment of chronic conditions, as well as moves to improve access to a broader group of health professionals such as pharmacists, practice nurses, complementary medicine practitioners, physiotherapists and dietitians."

Seifert said that by broadening the range of professional advice available at the primary point of contact "we can better cater to a range of community needs as well as taking some of the workload off over-stretched GP services."

Delaat joins RUM

MEDICINES Australia chairman Will Delaat has been elected to the board of the National Return and Disposal of Unwanted Medicines Limited (the RUM project).

Chairman Dipak Sanghvi said he was pleased with the appointment.

"To have representation from Medicines Australia on the RUM Project Board is very appropriate."

"We are collecting pharmaceuticals produced by members of Medicines Australia, so they have a useful role to play in the process," he said.

Delaat said he was excited to be on the board.

"The success of the RUM Project is recognised throughout the industry, both locally and internationally, and I look forward to contributing to this important safety initiative in medication management," he said.

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Guild smoking push

THE Pharmacy Guild has added further comments to its feedback about the National Preventative Health Strategy draft report (**PD** yesterday), responding in particular to suggestions in the report about smoking cessation.

The report recommends increasing taxes on cigarettes - a so-called 'sin tax' - which could make them cost up to \$20 a pack.

President Kos Sclavos told **PD** the Guild supports any initiative that looks at widening the PBS support to patients to quit smoking.

"While there is some product support under the PBS to assist patients to quit smoking - eg Champix - there is scope for this to be expanded if cost effectiveness can be established," he said.

"The Guild has the firm view that funding for this initiative under the PBS should be offset against the increased tax collected from the 'sin tax'."

He said such PBS expenditure should be reported separately from other items, lest "economic rationalists view it as a 'cost blow-out' to the PBS."

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WIN A BOTTLE OF BIO-OIL

CONGRATULATIONS to Tina Lim of Blooms the Chemist Coogee in NSW who was the first **PD** reader yesterday to tell us that Bio-Oil contains CHAMOMILE and ROSEMARY.

**Did you know that 9 out of 10
pharmacists recommend Bio-Oil®?**

Pharmacy Daily has teamed up with Bio-Oil® this week, giving readers the chance to win their very own bottle of Bio-Oil®.

Bio-Oil® is a specialist skincare product that helps improve the appearance of scars, stretch marks and uneven skin tone.



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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.

Fabulous foundation...

Red Earth cosmetics has launched a new innovation in liquid foundation. Through a combination of active conditioning and moisturising ingredients, Perfect Definition Hydrating Foundation enhances skin elasticity and reduces the appearance of lines while providing flawlessly smooth, long-lasting coverage. Suitable for normal to slightly dry skin, the unique, anti-oxidant-rich formula also contains SPF12, making it ideal for everyday use.

RRP: \$36

Stockists: The Heat Group; Red Earth

Tel: 1800 181 040 Web: www.heatgroup.com.au



Bronze and cleanse all Summer long with Australis!

Step into the Summer sun already glowing with the new *Bronze Ambition* Jumbo Mineral Bronzer from Australis. Appropriate for application to both the face and body, the light, golden powder brushes on easily, allowing you to gradually build colour until you have achieved your desired look. Featuring SPF, with this quick tanning fix you can stay protected and sun-kissed. In addition, Australis has released a new range of 3-in-1 Wipes so you can cleanse, tone and moisturise instantly. Enriched with aloe vera, chamomile, vitamin E and provitamin B5, these soap, alcohol and fragrance-free wipes are the perfect pick-me-up for all skin types.

RRP: Bronzer (\$19.95); Wipes (\$4.95)

Stockists: Creative Brands Tel: 1300 650 981 Web: www.australiscosmetics.com.au



Got a gut-feeling about gluten?

Gluten intolerance (coeliac disease) affects 3.3million Australians, causing various discomforts from diarrhoea, abdominal bloating and weight gain, to headaches, malnutrition and skin disorders. The scary thing is, most sufferers don't realise that its their daily diet to blame, thus frequently seek complex or expensive treatments to no avail. But BioRevive is fighting back with the launch of Australia's first approved at-home *Gluten Test* available in pharmacies now. The simple test detects the gluten intolerance associated IgA-antibodies via a finger prick blood sample, providing highly accurate results in only 5 minutes. So if you're suspicious of coeliac disease, screen yourself and stop feeling sick!

RRP: \$29.95

Stockists: BioRevive Pty Ltd Tel: 1300 790 978 Web: www.biorevive.com



BYS brings bright back!

Blast back to the 80s with the bright new range of glam nail enamels from BYS Cosmetics. Created using a top-quality, French-based formula, each polish is long-lasting, chip-resistant and quick-drying for a mad Summer manicure. And with 15 vibrant and original colours from 'Fuschsia Fiesta' to 'Tempt Me Tangerine', you can cater your nails for every occasion!

RRP: \$3.95

Stockists: BYS Cosmetics Tel: (03) 9551 4666 Web: www.bys.com.au

Inner Balance for your 'best friend'...

Rufus & Coco Inner Balance, a clinically proven soluble probiotic for all animals, is the latest from pet-care experts, Rufus & Coco. Specially formulated to maintain the gastrointestinal microflora which encourages gut health, Inner Balance is great for treating the side-effects of stress suffered by animals due to elements including transportation, training, pregnancy, post-surgical recovery or worming. Maximising digestive efficiency and promoting inner restoration as well as being free of artificial colours, flavours and preservatives, Rufus & Coco Inner Balance is a natural and safe supplement to help you keep your furry friend feeling frisky.

RRP: \$39.95

Stockists: Rufus & Coco, McPherson's Consumer Products

Tel: 1800 65 11 46 Web: www.rufusandcoco.com.au



DISPENSARY CORNER

HAVING attention deficit hyperactivity disorder isn't all bad - if you go to a UK theme park they'll give you a pass which allows you to jump the queues.

The British Disability Discrimination Act requires attractions to accommodate the needs of all visitors, including those with ADHD if they provide appropriate documentation.

The special passes aim to "reduce the stress of waiting" which is apparently very difficult for ADHD sufferers.

But Professor Katya Rubia, of the London Institute of Psychiatry, says that her research shows that allowing queue-jumping could be doing more harm than good.

"This is clearly a medical condition, but it isn't right to bring them up in a system where they never have to wait.

"This is something they can be helped to learn," she said.

At least 5% of British school-aged children are estimated to have some degree of ADHD.

HOW about this for longevity?

The world's oldest dog has died in the USA aged 21 - or 147 in dog years.

Chanel, a wire-haired dachshund, is listed in the Guinness World Records as the oldest canine, and recently celebrated her coming of age at a New York hotel and spa, with a 21st birthday bash hosted by a pet food company.

Her owners said that as she aged Chanel liked to wear a jumper because she was sensitive to the cold, but "remained lively for her age."

AN impressive case of shoplifting was uncovered in the US this week after a 42-year-old woman managed to steal a case of 24 cans of beer - an entire slab - by placing it between her thighs, pulling her dress back down and shuffling out of a grocery store.

The incident was captured in detail on the store security camera, with unconfirmed reports saying she was apprehended after a clerk detected her "sloshing".