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## Code of conduct govt push

**PARLIAMENTARY** secretary for Health, Mark Butler, has issued a statement calling for an "industry-wide approach" to marketing obligations within the therapeutic goods industry.

He confirmed that the Therapeutic Goods Association will next week meet with a range of organisations to discuss their codes of conduct and "consider potential strategies for a way forward".

Groups cited include Medicines Australia, the Australian Self-Medication Industry, the Generic Medicines Industry Association, the Complementary Healthcare Council and the Medical Technology Association of Australia.

"I look forward to receiving advice on industry agreed options for working together to strengthen codes of conduct, provide a level playing field, and ensure that self-regulation retains public and government confidence," Butler said.

He said the government is pursuing a level playing field for the industry, following recent media reports claiming that incentives are being offered to promote the sales of certain medical devices and pharmaceuticals.

"Providing inducements to encourage the use of any kind of therapeutic good is simply

unacceptable," he said.

"It undermines public confidence in the industry and our healthcare system. Inconsistencies between codes of conduct within the therapeutic goods industry can create the damaging perception that sponsor's obligations differ according to membership of a particular association," Butler added.

The recent Sigma cruise controversy (PD 08 Jul) fuelled the debate, with some claims that the company wasn't bound by the Medicines Australia code of conduct because it's not a member of the organisation.

La Trobe University's Dr Ken Harvey has urged that rather than just bilateral discussions between the TGA and industry, consumer groups and health professional groups also be included in the consultations.

## UK hospital guidance

**THE** Royal Pharmaceutical Society of Great Britain has issued a new document to support hospital pharmacists in the implementation of new "responsible pharmacist" requirements which become effective in the UK on 01 Oct.

The legal changes clarify the requirements of the Medicines Act 1968, outlining hospital activities that can only take place from a registered hospital pharmacy premises and therefore defining when a responsible pharmacist is required to be in charge.

The guidance document also clarifies what activities can take place from the hospital without the need for a pharmacy premises.

It can be downloaded from [www.rpsgb.org.uk/pdfs/rprequirementshospguid.pdf](http://www.rpsgb.org.uk/pdfs/rprequirementshospguid.pdf).

## WA Super Clinic

**THE** govt has signed an agreement with Health Integra Pty Ltd for the establishment of a GP Super Clinic in Midland, WA.

The project will be funded equally by the federal and state governments, with Federal minister Nicola Roxon confirming the clinic will accommodate privately practising GPs, practice nurses, nurse practitioners and a range of allied health professionals including Aboriginal health workers, psychologists, physiotherapists, dentists and a dispensing pharmacy.

## ADEC resolutions

**THE** Australian Drug Evaluation Committee has approved a number of new medications at its last meeting held in Aug.

The recommendations include:

- AstraZeneca's **Atacand Plus** (candesartan cilexetil & hydrochlorothiazide) tablets 12.5mg and 25mg for the treatment of hypertension
- sanofi-aventis' new combination clopidogrel and aspirin film-coated tablet **Co-Plavix**, **Clopidogrel Winthrop plus Aspirin, Plavasa, Plavix Combo, Duo Plavix**
- the approval of a submission from Novartis to increase the maximum dose to 40mg/kg/day for **Exjade** (deferasirox) dispersible tablets
- an extended indication for AstraZeneca's **Nexium** (esomeprazole) granules, tablets and powder for injection to include prevention of rebleeding of gastric or duodenal ulcers, as well as prevention of ulcers associated with NSAID therapy in at-risk patients.
- A new dose form of GSK's **Hycamtin** (topotecan) capsules for lung cancer treatment
- the extended indication for Roche's **Mabthera** (rituximab) (PD yesterday) for the treatment of lymphocytic leukaemia
- an extended indication and higher recommended dose for Hospira's **Precedex** sedative (dexmedetomidine hydrochloride)
- CSL's **Rhophylac** (immunoglobulin anti-D Rho) solution for injection for the prevention of Rh sensitisation

More details at [www.tga.gov.au](http://www.tga.gov.au).

## NPS PPI audit

**THE** National Prescribing Service has launched a new clinical e-audit for GPs to support the appropriate prescribing of proton pump inhibitors.

NPS senior clinical advisor, Judith Mackson, said that guidelines recommend a step-down approach to PPI treatment for several conditions such as gastro-oesophageal reflux disease (GORD) and dyspepsia, adding that "many GPs are aware of this step-down strategy but it does not appear to be used widely."

The audit allows GPs to evaluate their treatment of patients who have recently presented for review or a repeat prescription for a PPI.

## WIN TANNING CREAM

**CONGRATULATIONS** to Lisa Lambert of API in Adelaide, who was the first PD reader yesterday to tell us that Le Tan was born in 1977.

Le Tan has teamed up with **Pharmacy Daily** once again this week to give readers the chance to win a tube of Le Tan's new Original Tanning Cream. Valued at \$12.99, the Le Tan Original Tanning Cream is an easy to apply cream that spreads on evenly, leaving a no-streak flawless finish.

With the colour developing over four hours, apply at night to wake to a beautiful healthy glow.

The delicious caramel fragrance also eliminates any 'fake tan' smell.

Proudly Australian, Le Tan has been providing affordable suncare and self tanning products to Australians for years.

To receive your very own tanning tube for FREE, simply send through the correct answer (along with details of where you work in pharmacy) to the following question:

**What fragrance is the Le Tan Original Tanning Cream?**

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

The first correct entry will win the prize, so be quick!

Hint: Most answers can be found on the Le Tan website at [www.letan.com.au](http://www.letan.com.au).



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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!

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### DISPENSARY CORNER

**RESEARCHERS** in Austria have  
discovered that ripe bananas glow  
in ultraviolet light.

The chemists at the University  
of Innsbruck published details of  
their breakthrough in the US  
journal *Proceedings of the  
National Academy of Sciences* this  
week - with the finding in turn  
leading to suggestions that  
monkeys may be able to see  
further than the human spectrum,  
using the ultraviolet emissions of  
the fruit to detect which bananas  
taste better.

"When brown spots develop,  
blue halos appear around them,"  
said one of the scientists, adding  
that the blue disappears after a  
few days when the banana  
becomes overripe.

**THIS** seems like a fairly harsh way  
to treat shoplifters - but it will  
probably have a strong deterrent  
effect.

Chinese police have arrested  
two staff from a Chinese Wal-Mart  
store in Jianxi province after a  
woman was allegedly beaten to  
death by the workers who  
accused her of shoplifting.

According to the Xinhua news  
agency, the 37-year-old victim  
was intercepted by the staff but  
refused to show them her receipt  
because they weren't wearing  
Walmart uniforms.

"She was then beaten and sent  
to hospital," the report said, and  
died a day later.

**PERHAPS** this Adelaide  
pharmacy should have rented out  
its roof for a bit of extra income.

Two men have been fined \$200  
each in Adelaide Magistrates  
Court after being caught last Oct  
on the roof of the John Quinn  
Pharmacy in Norwood "without  
lawful excuse".

The pair were apparently  
conducting the esoteric art of  
"parkour," described by the judge  
as "part martial art, part extreme  
sport...a kind of modern  
steeplechase, a way of getting  
from A to B in the quickest and  
most efficient manner."

### Good tidings and a teddy bear with Braun...

This Christmas give a gift that's fun and practical by taking advantage of Braun's latest gift-with-purchase offer available from October. Simply buy an IR Ear Thermometer Braun ThermoScan and receive a festively-wrapped soft and cuddly toy teddy bear absolutely free. With German engineered design featuring flexible tip, one-button operation and ExacTemp technology, the Braun ThermoScan is one of the most easy to use thermometers on the market.

**RRP: \$119**

**Stockist: FGB Natural Products Pty Ltd**

**Tel: 1800 003 431 Web: [www.fgb.com.au](http://www.fgb.com.au)**



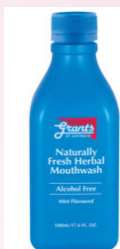
### Naturally refreshing!

Introducing the new Naturally Fresh Herbal Mouthwash from Grants. Unlike many other mouthwashes, which can contain up to 20% alcohol, this latest innovation in oral hygiene is completely alcohol free so it safe and suitable for daily use by persons of all ages. The unique formula combines all natural ingredients including stevia, myrrh, menthol, calendula, aloe vera, mint and eucalyptus to provide a cleansing rinse with guaranteed protection against tooth decay and the effects of plaque.

**RRP: \$11.95 (500ml)**

**Stockist: Lateral Food Corporation Pty Ltd, health food and organic stores**

**Tel: (03) 9572 3311 Web: [www.lateralfood.com](http://www.lateralfood.com)**



### Join Phyt's for an organic revolution!

In a world first, Phyt's have launched a full range of 100% ECOCERT certified COSMEBIO label organic make-up, including the new Organic Make-up Foundation Liquid Crème. Through a totally natural blend featuring sesame, palm and jojoba oils, vitamin E, hyaluronic acid, rosewood, palmarosa and geranium, this matte foundation enhances the complexion while simultaneously oxygenating and hydrating the skin. Available in Ivory, Sand, Honey, Peach, Cinnamon and Caramel, the nutrient-rich selection of subtle shades ensure flawless coverage, naturally.

**RRP: \$61 (40g)**

**Stockist: Phyt's**

**Tel: 1300 656 627**



### Scent of an Angel or an Alien?

Smell the sensations of Summer with Angel Sunessence and Alien Sunessence, the latest fragrances from Thierry Mugler. Angel Sunessence, infused with bergamot and hibiscus, unites glamour and daylight in a delightfully distinctive, floral formulation. Or for a fruitier alternative, Alien Sunessence combines frangipani and citrus essences in an illuminating fragrance that captures the radiance of the sun. Also available in body gel and lip gloss.

**RRP: Angel Sunessence EDT (50ml) - \$110; Alien Sunessence EDT (60ml) - \$95**

**Stockist: Trimex Pty Ltd**

**Tel: (02) 9663 4277**



### Flawless and fabulous!

Enriched with the signature 'Flawless Skin' ingredients, Laura Mercier's new day creams including Oil Free Day Lotion SPF15 and Day Crème SPF15 actively hydrate, revitalise and strengthen skin while protecting from sun damage.

**RRP: \$135 (50ml)**

**Stockist: Laura Mercier; Trimex Pty Ltd**

**Tel: (02) 9663 4277**

