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Blackmores heart launch

BLACKMORES is targeting a new segment with the launch today of a Heart Health range which "provides pharmacists with a greater variety of options to support customers' heart health".

The launch includes a phytosterol (plant sterol) supplement called Blackmores Cholesterol Health, which the company said was an Australian first, giving consumers a measured daily dose of 2g of plant sterols derived from vegetable oils such as soy beans, rapeseed, sunflower and corn oil.

Until now plant sterols have been only available in fortified foods such as margarines, with Blackmores saying the new product is in line with Heart Foundation recommendations for maintaining healthy cholesterol levels.

Fri comp winner

CONGRATULATIONS to John Oulton of Bayer Australia who was the first **Pharmacy Daily** reader on Fri to tell us that OmegaHoney IS cholesterol free.

He, along with the other daily winners from last week, will shortly be receiving an OmegaHoney prize pack courtesy of Nature's Blend.

If you didn't win, don't despair - we have another great competition launching today on **page 2**.

The Heart Health range is exclusive to pharmacy and health food stores, and also features Blackmores CardiWell Omega Q10 which combines doses of omega-3 fatty acids and CoQ10, as well as CoQ10 75mg and 150mg products.

Blackmores director Peter Barraket said the Blackmores Heart Health range "provides much needed innovation to the heart health segment, giving pharmacists the opportunity to create a destination for heart health products and advice in-store."

Pharmacy E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin deals with drug-induced gingival hyperplasia, also known as gingival overgrowth.

The condition can be caused by a number of medications, and was first noticed in 1939 in patients treated with phenytoin but has also been associated with cyclosporin and calcium channel blockers.

Risk factors include a lack of oral hygiene before starting treatment.

The bulletin is available at no charge by emailing

chris.alderman@health.sa.gov.au.

Pharmacists out of Africa



PHARMACY Small Group Tours recently returned from a successful tour of Namibia and Kenya, with 36 pharmacists and partners pictured **above** in front of an African sand dune.

The expedition was led by Dipak Sanghvi and Mike Lazarow, with the educational component primarily delivered by Associate Professor Dr Nathan Finkelstein of Cape Town, South Africa.

Topics covered included an overview of pharmacy in southern Africa, Plant's Revenge - a review of various plant related dermatitis; Green Medicine and Calcium Channel Blockers.

Lynette Dupuy also presented on Pharmacy Professional Programs.

The group also furthered international pharmacy connections by meeting up with the executive of the Namibian Pharmaceutical Society (below).

In 2010 Pharmacy Small Group Tours is planning a trip to eastern Europe dubbed 'Footsteps of the Cossacks'.

The 18-day tour, with a maximum of 40 participants, will travel from Istanbul with a river cruise to the Black Sea, visiting Romania, Odessa, Sebastopol and Yalta before the cruise ends in Moscow.

The group will then fly to Moscow for a four day tour and an optional 3 day St Petersburg extension.

Provisional dates are 28 Aug-16 Sep 2010; details 03 9530 8344.

RIGHT:

Dipak Sanghvi,
Namibia
Pharmaceutical
Society
President
Henry
Hoepker,
Mike Lazarow
and Dr
Nathan
Finkelstein.



Win an A'kin pureBaby pack



Every day this week, A'kin pureBaby is giving **Pharmacy Daily** readers the chance to win an **[A'kin] pureBaby Complete Care Pack**, valued at \$74.75 each.

The **[A'kin] pureBaby Complete Care Pack** contains all full size products from the **[A'kin]**

pureBaby range, presented in a handy Eco baby case.

[A'kin] pureBaby is crafted in Australia with the purest and most gentle botanical ingredients to care for your baby's skin naturally.

[A'kin] pureBaby has been dermatologist tested and formulated paraben and sulfate free to provide pure, gentle protection for your baby and total peace of mind for you.

For your chance to win this sensational baby pack, simply be the first reader to email the correct answer to the daily question below to: comp@pharmacydaily.com.au.

**How many products are in the
[A'kin] pureBaby range?**

Check out the Purist website for hints at
www.purist.com.

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it all with
advice that
matters.

 Guild

OTC Update Allergies

Today our focus is on Oral treatment of Allergic Rhinitis

Allergic rhinitis is usually a response to an inhaled allergen, which deposits within the nasal mucosa causing inflammation. About 15% of the population are affected by it. Warm, dry, sunny and windy days tend to have the highest pollen count, with mid morning and late afternoon the worst time. This weather sees a high incidence of hayfever.

There are two main drug treatments for allergic rhinitis, decongestants and antihistamines.

Oral Decongestants work by causing vasoconstriction of dilated nasal vessels, thus reducing swelling and nasal congestion. **e.g. phenylephrine and pseudoephedrine (Sudafed).** These drugs are not recommended for patients with high blood pressure or other heart problems. They also carry the risk of misuse. These decongestants are often found in combination with other ingredients such as paracetamol **eg Demazin.**

Antihistamines - block the binding of histamine to its receptors, they do not stop the release of histamine, so patients may still experience symptoms. Antihistamines will help runny nose, sneezing and itching. Traditional antihistamines such as **chlorpheniramine and promethazine** have a sedating effect, so are not a first choice treatment. Second generation antihistamines cause less sedation so are preferable for treatment. These include **cetirizine (Zyrtec), fexofenadine (Telfast) and loratadine (Claratyne).**

Ad rules "unsatisfactory"

FEDERAL Parliamentary Secretary for Health, Mark Butler, has admitted that the current rules governing advertising of complementary medicine are "deeply, deeply unsatisfactory".

Speaking on the ABC on Fri,

Healthy workplaces

THE Federal Government is challenging employers to consider promoting healthier working environments as well as developing workplace activities which target risk reduction for heart disease and other chronic diseases.

The move was announced yesterday as part of World Heart Day, with the govt saying it's already targeting heart disease on several fronts including funding R&D, providing PBS drugs, encouraging lifestyle modification and investing in the new national Preventive Health Agency.

Bali vaccine alert

TRAVELLERS visiting Bali are being advised to have a rabies vaccination before they travel, after shortages of the medication in Bali due to an outbreak of the disease among the animal population.

Ten locals have died of rabies since Nov, with the Indonesian Department of Foreign Affairs and Trade warning travellers to avoid contact with dogs, cats, monkeys and other animals.

FDA cancer approval

THE US Food and Drug Administration has approved Fotolyn (pralatrexate) for the treatment of Peripheral T-cell Lymphoma (PTCL) which is an often aggressive type of non-Hodgkins lymphoma.

The approval was granted under the FDA's accelerated approval process, with the drug indicated for patients who have relapsed or not responded well to other forms of chemotherapy.

About 9500 patients are affected by the disease each year in the US. Fotolyn has also been designated as an orphan drug by the FDA.

MEANWHILE the FDA has also approved Stelara (ustekinumab) for the treatment of psoriasis, with the approval following a similar move by UK health authorities (**PD** Thu).

Butler slammed the "incredible mish-mash of regulations applying to different parts of the industry."

He also criticised the existing complaints resolution mechanisms, after a review over the last year which had found that more than half of the companies which had been found to be in breach of the code by the Complaints Resolution Panel had refused to comply with the panel's directions.

As well as the issue of effective sanctions for such breaches, Butler said the government was reviewing all aspects of therapeutic goods advertising, citing the "completely hopeless" situation of differing rules governing promotion for broadcasting and print advertising, compared to "next to no regulation of advertising on the internet".

Medisecure rollout

A RURAL medical centre in Victoria has announced the successful completion of a six week pilot of the MediSecure electronic prescription service.

The system is integrated into the Medical Director 3 clinical software at Coliban Medical Centre in Kyneton, with Practice Principal Dr John Turner saying MediSecure "now works seamlessly and efficiently with our clinical system without any noticeable performance change.

"The barcode is printed on the scripts and patients can have these dispensed at their pharmacy of choice," he said.

MediSecure said about 400 Medical Director 3 practices had now signed MediSecure licences and are ready to commence operations.

MediSecure ceo Phillip Shepherd said: "We already have a solid footprint in the pharmacy sector and the minfos dispense system is rolling out its MediSecure integration right now."

The MediSecure system will be on display at the Royal Australian College of General Practitioners GP09 conference in Perth which kicks off on Thu.

Medical Director has also committed to delivering connectivity via the rival eRx Script Exchange system backed by the Guild.



DISPENSARY CORNER

THIS US woman is set to have twins - aged about three weeks apart from each other.

Doctors were stunned when she had an ultrasound which revealed her baby girl - and a second, younger male child as well.

Julia Grovenburg apparently conceived the second child about 20 days after the first, in an extremely rare case of "superfoetation".

Doctors said the condition can be dangerous for the younger child because it could lead to premature birth, but said in this case the two and a half week gap shouldn't be a problem.

AND speaking of unusual births, a hospital in the UK has delivered its first ever baby since it opened 157 years ago.

The Great Ormond Street Hospital was founded in 1857 and specialises in sick children.

32-year-old Nicola Tyler of Essex was staying there with her six-year-old daughter Kelly who was undergoing cancer treatment.

The heavily pregnant woman went into premature labour which progressed too rapidly to get her to a hospital with a maternity unit.

Fortunately some of the nursing staff were qualified midwives and baby Zac arrived just before the paramedics did.

HAND gel to combat swine flu has been banned from a UK prison after a riot broke out among inmates who were intoxicated from drinking it.

Prisoners at The Verne Gaol in Portland, Dorset have been reportedly placing their mouths over the dispensers and consuming it rather than using it to cleanse their hands.

A US study has revealed that elderly gentlemen are the latest group at risk of sexually transmitted infections - mainly those who have discovered Viagra and begun dating again later in life.

The research showed men aged 67-99 had a 16% higher risk of being infected during the year after their wives died.