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Sanofi-Aventis appt

WILL Collie has been named as the new Senior Communications Manager for Sanofi-Aventis in Australia, effective 19 Oct.

He moves from a role as Account Director for the healthcare team at PR firm Weber Shandwick.

Cervarix UK probe

HEALTH officials in the UK suspended a cervical cancer vaccination program this week after a 14-year-old girl died several hours after being vaccinated with Cervarix.

Investigators will look into the death to see if there's any link to the vaccine, and have also quarantined the batch of vaccine given at the girl's school.

MediSecure slams Guild, HCN

E-SCRIPT provider MediSecure has issued a robust response to claims by HCN, the company behind Medical Director, that MediSecure has the potential to put patient safety at risk (*PD* yesterday).

MediSecure ceo Phillip Shepherd told *PD* that the e-script process and the inbuilt checks and balances put in place by professional bodies such as the RACGP "makes a mockery of the HCN patient safety assertion."

He said MediSecure collects script data from Medical Director using "similar technology used by most Australian IT vendors", such

as the Canning tool and the Pen CAT system, adding that MediSecure had been receiving scripts from MD3 for six weeks without a single problem, with working e-prescriptions also now available from software used on 70% of doctors desktops, including Best Practice, Zedmed and Genie.

"This is a strong contrast to eRx," he said, also pointing out that because the Guild is a major shareholder in FRED Health, which in turn owns eRx "this is a commercial interest speaking, not an independent voice."

Shepherd also claimed that a failure by eRx to use the Australian Standard for clinical data "shows a blatant disregard for the standards and for data privacy and safety".

He urged the Guild to "embrace the concept of improved patient outcomes" and bring the eRx system into line with the standards "thus enabling interoperability..."

"This would give medical practitioners and pharmacists more confidence in using the eRx system," he claimed.

Boots supports RPSGB

BRITISH pharmacy giant Boots has committed to funding the membership fee for the country's new professional leadership body for all current pharmacists (numbering about 5000) and future pharmacists in its employ.

Pharmacy in the UK is undergoing significant change, with less than a year to go until the Royal Pharmaceutical Society of Great Britain is demerged into a separate pharmacy regulator and professional leadership body

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Reading the Rentals Report



ABOVE: The Pharmacy Guild of Australia has released its Rentals Report for 2009 (*PD* yesterday), with the aim of "promoting a deeper understanding of the issues that have an impact on pharmacy rents, leases and viability."

The report was prepared in conjunction with Medici Capital, and provides Guild members with a useful reference and briefing tool for rent negotiations.

The release of the report coincides with the launch of a new service which provides owners with a customised rental analysis of their pharmacy.

This service can provide a comparative analysis of up to ten other leases and a suggested course of action to assist when a new lease is negotiated.

Guild President Kos Sclavos said

"It is vital for the Australian community that pharmacies remain accessible.

"To that end, it is important that landlords understand the unique role of pharmacies and the benefits of having them in all retail centres," he added.

To obtain the customised analysis requests can be lodged at www.medic.com.au/lease, while the Rental Report 2009 is available to Guild members via the Member Publications section of www.guild.org.au.

Pictured above poring over the report are Frank Sirianni of Medici Capital; Vic Guild President Dipak Sanghvi; South Australian Guild President Ian Todd; National Guild President Kos Sclavos; Guild Executive Director Wendy Phillips; and Qld Guild President Tim Logan.

Win an A'kin pureBaby pack

CONGRATULATIONS to Lara Grootjans of Orion Laboratories in NSW who was the first *PD* reader yesterday to tell us coconut is the natural ingredient in [A'kin] pureBaby Softening Body Wash & Shampoo.



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.

What ingredient provides a natural barrier against water penetration in the [A'kin] pureBaby Protective Bottom Balm?

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

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it all with
advice that
matters.

 Guild

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.



DISPENSARY CORNER

A BRITISH takeaway shop has started selling the country's biggest hamburger, proudly boasting it contains more than the daily recommended kilojoule limit for a man.

The 'Super Scooby' has four beef patties, eight rashers of bacon, eight slices of cheese and of course "heaps of salad".

The burger weighs in at about 1.5kg and in case you're still hungry it comes with an extra large serving of hot chips.

It's on sale at the Jolly Fryer in Bristol, which offers the meal for £10 (about \$20) - with an extra bonus of a free can of Diet Coke for anyone who can finish it in one sitting.

One fan, who claims to eat a Super Scooby once a week, said "I always think it's healthier than fast food burgers because they prepare it fresh in front of you".

THIS probably isn't the healthiest way to stay healthy.

A Chinese fitness fanatic from Hanyang in Wuhan Province scares passers-by each day as he does his morning exercises by jogging on the handrails of the 1 km-long Qingchuan suspension bridge, according to the *Chutian Metropolis News*.

55-year-old Lu Taosheng (pictured below) has made himself a "safety rope" which he hangs onto, to stop himself plummeting into the Han river below if he slips.

Local police have urged him to stop the extremely dangerous exercise routine, but have admitted that he's not doing anything illegal.



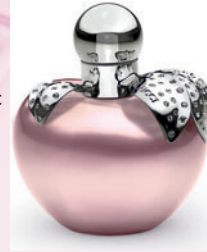
Give a Precious gift this Christmas...

Precious Edition by Nina is the femme-fatale fragrance for this festive season. Fresh floral essences and sweet citrus scents infuse with enticing toffee apple, vanilla and praline notes to create this limited edition Eau de Toilette. The bottle, crafted in metallic pink and bejewelled with Swarovski crystals, is also a masterpiece and, like the perfume, inspired by Nina Ricci's original and famous apple.

RRP: \$100 (80ml EDT)

Stockist: Trimex

Tel: (02) 9662 2604



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For the ultimate in self-tanning treatments look no further than Fake Bake's exclusive Fake Bake Tri-Pack. Featuring Passionfruit Body Polish, Self-Tanning Lotion and Skin Smoothie Special Dry-Oil Body Spray, products combine high quality ingredients with patent-pending technology to ensure the smoothest, safest, most delicious tan from a bottle. Suitable for both body and face, don't bake it, fake it this summer!

RRP: \$89.95

Stockist: Niche Marketing Group

Tel: 1300 787 587 Web: www.fakebake.net.au



Sit back, relax and HemAway...

Now there is an easy, natural, private, non-invasive and safe way to alleviate the pain and discomfort of haemorrhoids. Simply sit on the new HemAway Seat: the latest innovation from HemAway, the simple pain-relief specialists. Uniquely designed to use your natural body weight to create an internal vacuum to aide pile retraction, the seat is CE-registered, FDA-cleared and made with durable, low-maintenance materials for maximum hygiene with minimum effort. In addition, its one-size-fits-all guarantee makes it ideal at home or on the go!

Stockist: HemAway

Tel: 1300 330 611 Web: www.HemAway.com.au



A Pure pioneer...

Introducing Terre d'Hermès Pure Perfume, the latest fragrance from Hermès Paris, which pioneers a new perspective on men's Eau de Parfum sprays. Through a unique formula combining orange and grapefruit with the minty zest of shiso infused with subtle impressions of flint accentuated by woody notes, Pure Perfume balances instant freshness, mineral depth and woody warmth to create an invigorating, lively and charismatic scent. Also available in Eau de Toilette natural sprays, After-shave lotion and balm, Shower gel and deodorant stick.

RRP: \$155 (75ml EDP)

Stockist: Hermes

Tel: (02) 9662 2604 Web: australia.hermes.com



Sustain a soft and supple smile...

Protect your lips with QV Lip Balm SPF30+, the latest in lip-conditioning products from QV Face. Specially formulated to soften lips and maintain balanced suppleness against all odds, the balm is fragrance, colour, lanolin, PABA and propylene glycol free. Plus, the unique glide-on applicator ensures ultimate ease of application.

RRP: \$5.15 (15g)

Stockist: Ego Pharmaceuticals

Tel: 1800 033 706 Web: www.qvface.com

