

Vitamin reassurance

THE Australian Self-Medication Industry is urging consumers not to be concerned about media reports this week which have associated use of multivitamins with increased risks of breast cancer.

ASMI Regulatory & Technical Manager for Complementary Medicines, Ruth Kendon, said the reports stem from a questionable Swedish study published in the *American Journal of Clinical Nutrition*.

"The nature of the study leaves considerable doubt as to whether there is any causal relationship between the use of multivitamins and the higher than normal incidence of breast cancer," she said, with the authors noting that use of dietary supplements was assessed by a self-administered questionnaire which means that the data may be inaccurate.

Kendon also cited a separate study presented to the American Association for Cancer Research last week which showed that multivitamin use reduced the risk of cancer by as much as 30%.

Hospital plan 'good first step'

THE Pharmaceutical Society of Australia says yesterday's agreement between the Federal Government and its state and territory counterparts over hospital reform is "a good step towards reforming the whole health-care system in Australia".

PSA president Warwick Plunkett said the announcement should be just the start of the process, urging the government to move forward with "the rapid introduction of primary and preventive health strategies to ensure the reform process doesn't lag".

Plunkett said that the government's reports on the future of Australian health make it clear

J&J beats forecast

STRONG sales in Johnson & Johnson's medical device sector have helped to offset a slump in its medication and consumer goods market, to round off its first-quarter profits at US\$4.53 billion in earnings, up US\$1.02 billion on the same period last year.

that primary and preventive health are both pivotal in ensuring that a "robust and sustainable health care system is in place now and into the future".

He said pharmacists, as the most accessible health professionals, were uniquely placed to be instrumental in the development and implementation of preventive and primary health programs.

"On top of that, PSA's Pharmacy Self Care program has the infrastructure in place to give the Government a vehicle for the efficient and widespread delivery of these programs," Plunkett added.

Sigma sleep drug

SIGMA has received approval to market its prolonged release melatonin insomnia medication, Circadin, in Australia.

Not currently available on the PBS, Circadin is the first melatonin receptor agonist to be registered in Australia.

According to its randomised double-blind, placebo-controlled multi-centre test results, Circadin was found to improve sleep quality and morning alertness with no dependence or withdrawal side effects.

Approved for use in patients aged over 55yrs for a period of up to three weeks, testing of Circadin also found that it improved sleep onset latency in comparative rates to some of the most frequently used sleep medications.

Circadin should be taken once-daily, after food and two hours before sleep.

Approximate patient pricing of Circadin is \$32 for a pack of 21 tablets.

Pfizer smoking stunt

PFIZER has today launched a special display in Sydney's Martin Place which aims to demonstrate the sheer scale of tobacco consumption by smokers.

Over a 30-year-period a pack-a-day smoker will smoke 219,000 cigarettes, with the display - a 12m x 12m 'floor' of cigarettes covering the street - aiming to encourage smokers to seek professional help in quitting.

Pfizer said it would also launch new research findings which highlight that 75% of all current smokers have had at least two or more unsuccessful quit attempts.

Pfizer gets wrist slap

THE US FDA has issued warnings to Pfizer over its lax monitoring of physicians who are testing experimental drugs on patients.

The problem stems from ongoing testing of its new bipolar drug, Geodon, of which 12 people have so far suffered from overdoses.

According to reports, the FDA has cracked down on Pfizer after it found the company was not following its own guidelines for safely conducting the study, and was not alerting investigators to dosing problems as they occurred.

Allergy prevalence

FOOD allergies are more prevalent than previously believed in Australia, according to a new Roy Morgan research report which estimates that there are approximately 836,000 people in Australia who report suffering from food allergies.

That's about 4.7% of the population, with a higher proportion of women (6.5%) than men (2.5%) reporting allergies.

Younger people were also more likely to report food allergies, with Roy Morgan spokesman Richard Vantuno saying that "The higher prevalence of older and lower socio-economic profiles associated with many medical conditions is not the case when it comes to food allergies."

"Those reporting suffering from food allergies in the last 12 months are younger, better educated and more affluent than the average person," he said.

The findings contrast with figures from the Australian Society of Clinical Immunology and Allergy which says that about 1% of Australian adults suffer from food allergies.

PSA reminder

THE Pharmaceutical Society of Australia is reminding pharmacists that staff and unsupervised volunteers of residential, community and flexible care services, which are funded under the Aged Care Act 1997, have to undergo a police check every three years.

The National Criminal History Check determines a staff's suitability to work in the aged care sector.

For more info see www.psa.org.au.

WIN A STYLISH COSMETIC BAG



Every day this week, Pharmacy Daily is giving readers the chance to win a stylish cosmetic bag, courtesy of Total Beauty Network.

Exclusive to Designer Brands is a wide range of cosmetic bags, for both men and women. All of the

bags are fully lined and made from durable fabrics.

With a variety of colours, shapes and sizes from bright to tame for young and old there is something to suit everyone's needs and taste.

For your chance to win one of these stylish cosmetic bags this week, simply send through the correct answer to the daily question below:

What are the two animals used in the Animal Collection?

Send entry to: comp@pharmacydaily.com.au

The first correct entry received each day will win.

Hint! Visit www.tbn.com.au.

Congratulations to yesterday's lucky winner: **Meagan Hocking** from **Mannum Rd Better Health**. The correct answer was: **Men's**

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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.

Avocado: skin's secret weapon!

Loaded with skin **protectant** antioxidants as well as nourishing vitamins A, D and E, lecithin and the so called 'mineral of youth'- potassium, **Avado's Certified Organic Avocado Oil** contains 100% organic biodynamic avocados- and that's it! Despite being an oil, the product is incredibly light and absorbs completely into the skin within moments of application. Virtually scentless, the oil is great for nourishing and moisturising dry and sensitive skins, in addition to which it helps to promote increased skin elasticity. Avado's oil is also great cheap moisture boost serum for use underneath moisturiser without ever becoming heavy or shiny.

RRP: \$15.95

Stockist: 03 6225 4098



Now you can massage the dandruff away

Head & Shoulders has released its first-ever Anti Dandruff Treatment Scalp Massage Cream, which has been designed to remove dandruff whilst also creating slippery, shiny and detangled hair through the use of silicones and behentrimonium chloride (which may not be best for sensitive skin types). The cream, also containing antibacterial and antifungal agent zinc pyrithione, is said to combat the five signs of an unhealthy scalp: oiliness, dryness, itchiness, irritation and flaking, and only takes one minute of massage to see results.

RRP: \$10.99

Stockist: 1800 028 280



Super convenient make-up

The clever designers at **Bloom** have come up with two great new make-up palates 'Natural Beauty' and 'Smokey Glamour'. Both contain three eyeshadows, a lipstick, lip gloss and a sheer colour creme for cheeks, as well as a lipstick brush and eye shadow applicator and a compact mirror for easy application on the go. The compacts are a cinch to carry in handbags without the worry of spillage or spoilage, and for use, they simply fan out.

RRP: \$39.95

Stockist: 03 9421 0200



Welcome to the House of Usher

World renowned music superstar **Usher** has designed and released his very own fragrance for men titled 'Usher VIP'. According to the man himself, the perfume is a "gentleman's scent" created using a blend of woody aromas and warm spices including nutmeg and saffron, constructed around a 'rich suede' note, with a fresh splash of bergamot, tangerine and cumquat. Usher VIP is also available as a shower gel, an after shave soother and a deodorant.

RRP: \$79 (50ml EDT), \$55 (Aftershave Soother), \$30 (Body Wash) and \$30 (Deodorant)
Stockist: 1800 015 500



Face the Day

Formula 10.0.6's Face the Day tinted moisturiser is a great, cheap solution for younger skin moving into the winter months. The main draw-cards of this product are the inclusion of moisturising agent aloe vera, and the anti-oxidant Vitamin A, as well as the inclusion of an SPF 15. As the name suggests, the moisturiser is also slightly tinted, and produces a light golden glow on the skin.

RRP: \$9.99

Stockist: 03 9427 9222



DISPENSARY CORNER

MY dog ate my homework was getting a bit old anyway...

Students at a Nepalese University have suffered the ignominy of having their unmarked but completed exam papers eaten by rats.

The exams were delivered into the hands of police officers, to keep them safe until they could be marked - however instead of placing them in a secure environment the officers put them in a rat-infested storeroom.

It was only when officers walked into the room two and a half months later that they discovered the academic pearls had been gnawed on by rodents.

THE power of chemistry should never be underestimated!

A Queensland man serving a life sentence in prison for murder has been busted breaking out of his cell, using rudimentary science to achieve his ends.

The man managed to escape the bars of his cell window after months of applying a salt water solution to them and then buzzing them with an electric current created by attaching wires with electrical tape, and inserting the other end into a nearby power point.

The escape however was foiled when a security guard got curious about light coming from the cell and decided to investigate.

The criminal was apprehended whilst making his way through a secondary meshed cage.

IT may be healthier to have donuts, icecream and cakes for breakfast than some cereals, according to research released in the UK this week.

A study commissioned by UK firm mysupermakret.co.uk found that Kellogg's Crunchy Nut Cornflakes and Coco Pops were among the breakfast foods with the highest sugar content - about the same as a Viennetta dessert.

Coco Pops, for example, had 14.8g of sugar per 40g serving - compared to a jam donut which had 8.6g, and a scoop of vanilla icecream which had 10g.