

Medicine concerns

EIGHTY percent of Australians take their medicines incorrectly, according to a new study of 2,511 Australians conducted this year by StollzNow and published by Pfizer.

According to the report's findings around 38% of Aussies "at some stage" chose not to have their prescription filled, citing either the cost of medication (24%), fear of dependence on medication (20%) and mistrust of diagnosis (10%) as the key reasons for their decision.

In addition to this, the research also found that around 57% of Aussies had at one time chosen not to finish their course of medication because they "got better", whilst 32% said they "forgot" to take their prescribed medication, 14% did not take their meds because they believed they weren't working and 17% said they didn't finish their medication course because they simply "couldn't be bothered".

These figures are of particular concern given that the 53% of 'Medicine Compliance Survey' respondents said they took prescription medicines on a long-term basis.

Further alarming trends unearthed in the survey included the fact that almost 80% of respondents said that they have in some way not taken their medicine properly, with 23% admitting to mixing meds with alcohol, 41% saying they mix and match their doses ad hoc and 16% telling researchers they take medicine past its expiry date.

Of note is the fact that 10% of survey participants had bypassed official channels altogether, and purchased medication via an overseas online pharmacy, whilst 8% said they knew someone who had to seek medical attention after consuming drugs bought online.

"All medicines involve some risks," said Dr Bill Ketelbey, Country Medical Director at Pfizer.

"However consuming prescribed medicine in the way your doctor has advised offers the greatest benefits for our health.

"Anyone who has concerns about their prescribed medicine should discuss these with their doctor or pharmacist.

"The important thing is to avoid taking matters into your own hands.

"Personal health and well-being is too important to merit a do-it-yourself approach," Ketelbey added.

GMiA to reveal incentives

INCENTIVES provided by generics suppliers for pharmacists will now come under the microscope, after the ACCC imposed two conditions on its approval of the Generic Medicines Industry Association (GMiA) Code of Conduct (**PD** breaking news).

The conditional approval also extends public scrutiny of entertainment provided by the generics firms to pharmacists, under a similar regime to that which applies to entertainment of doctors under the Medicines Australia code of conduct.

The MA code has resulted in a massive reduction in hospitality provided to doctors, as well as massive fines imposed on drug companies due to perceived violations of the Code.

ACCC chairman Graeme Samuel said that the conditions were aimed at exposing deals between generics makers and pharmacists.

"Increasing transparency around the provision of non-price benefits, such as hospitality, entertainment, gifts and loyalty programs, by pharmaceutical companies will ensure these arrangements are subject to public and professional scrutiny," said Samuel.

The ACCC has granted interim authorisation of the code so that the GMiA Complaints Committee can convene to consider a complaint already lodged against an unnamed member company.

This is believed to be a complaint from Melbourne academic Ken Harvey about the Sigma Rewards loyalty program for pharmacists.

The ACCC is proposing a three year conditional authorisation, after

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Diabetes at PAC10

THE Pharmaceutical Society of Australia has announced that it will feature a special session dedicated to the holistic management of diabetes at PAC10 in October.

The session will include input from Professor Jonathan Shaw, Director, Baker IDI Heart and Diabetes Institute, who will provide a clinical update on diabetes as well as Dr Geraldine Moses, a consultant drug information pharmacist at Mater Hospital, who will provide attendees with an update on the medicines used in the management of diabetes.

Dr Kerry May, Manager Podiatry, Diabetic Foot Unit Coordinator at The Royal Melbourne Hospital will also discuss the action pharmacists can take in the prevention and management foot and lower limb complication, whilst Dr Tim Crowe, Senior Lecturer, School of Exercise and Nutrition at Deakin University will look at the evidence for different diets in weight reduction – which ones work, which ones don't and safety issues in relation to dieting.

The session will take place at PAC10 on Fri 29 Oct; see www.pac10.com.au.

WIN A BLACKMORES PRIZE PACK



Pharmacy Daily has teamed up with **Blackmores** and in the lead up to the 2010 Blackmores Sydney Running Festival is giving away exciting prize packs as part of this week's competition.

Each Blackmores Sydney Running Festival prize pack contains Blackmores Men's Performance Multi, Blackmores Women's Vitality Multi and a Blackmores Sydney Running Festival early bird event singlet and cap.

For a chance to win this exciting prize pack, simply send through the correct answer to the question below:

What is the date of the Blackmores Sydney Running Festival?

Email your answer to: comp@pharmacydaily.com.au.

The first correct entry received will win!

Hint: Visit www.sydneyrunningfestival.com.au

Congratulations to yesterday's lucky winner: **Jun Teoh**.

NPS Radar

THE latest issue of the NPS Radar has been released online, containing independent, evidence-based assessments of new drugs and new PBS listings.

This month's issue covers two of the new class of dipeptidyl peptidase-4 (DPP-4) inhibitors sitagliptin (Januvia) and vildagliptin (Galvus), as well as the new autoinjector Anapen and reviews and info on Panadol Extra, Colchicine for acute gout, pramipexole (Sifrol ER), Anakinra (Kineret) and Exenatide (Byetta).

See www.nps.org.au/radar.



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.

Scrub away dull winter skin



Natural skincare company **Gaia** has released a new facial exfoliant, designed to gently remove dead skin cells, as well as excess oil and impurities. A manual exfoliant, the scrub is made using crushed walnut shells for dead cell removal, as well as ginkgo biloba for skin brightening and ginseng for its regenerative qualities. The product also includes helpings of avocado oil (anti-oxidant), evening primrose and wheat germ to nourish skin with essential fatty acids and to lock in moisture. The exfoliant is also a delight on the scent senses, combining traces of sandalwood, bergamot, geranium, lavender and chamomile essential oils for a light 'natural' fragrance. The product is also free from soap, sulfates and petrochemicals so it is great for allergic and sensitive skin types.

RRP: \$10.95 (95ml)

Stockist: Gaia 03 9703 1707

An Angel and an Alien get some sun



Iconic perfume designer **Thierry Mugler** is launching special limited edition Sunessence versions of his hugely popular Angel and Alien Eau de Toilette scents. **Angel Sunessence Blue Lagoon** is said to 'capture the pleasures of sunlight' and includes a combination of frozen star fruit and ginger flower with a heart of patchouli and vanilla. On the other hand **Alien Sunessence Sun Sapphire** is said to be an 'energising scent' which mingles pink grapefruit essential oil and monoi flower with the original Alien heart of white amber.

RRP: \$110 (50ml Angel Sunessence) and \$95 (60ml Alien Sunessence)

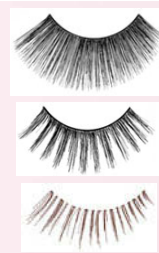
Stockist: Trimex 02 9663 4277

Need new eyelashes?

Ardell's range of strip false eyelashes are made from 100% sterilized human hair and include a wide range of lengths and thicknesses to accommodate small, large, round, almond and deep-set eyes. The six strip strong range also includes lashes designed for glamour, lashes for a more natural look and half strips for a simple accented look and are also available in demi black and black colourings.

RRP: \$8.50 - \$12.95

Stockist: 02 8709 8800



Got Fathers Day covered?



Davidoff's latest men's fragrance **Champion** has been released just in time to get in-store for Father's Day. The perfume is created with top notes include bergamot and lemon, a heart of galbanum essence and clary sage, as well as cedarwood and oak moss. The bottle itself is quite arresting, created in a dumbbell shape with black glass (bottle) and a magnetic metal (dumbbell shaped) metal cap and bottom.

RRP: \$95 (50ml), \$125 (90ml) and \$35 (70g deodorant stick)

Stockist: 1800 812 663

Kakadu intox-C-cation

Based on the Vitamin C rich Kakadu Plum, **Ulittlebeauty's** kakadu intox-C-cation skin firming serum is designed to hydrate and nourish dry and suffering skin-types. Unlike many serums, this one is light-weight and absorbs instantly into the skin. The high Vitamin C content in the product makes it a great topical anti-oxidant, whilst the inclusion of aloe vera provides thirsty skin with hydration and its mix of licorice and chamomile calm irritated and red skin. Aussie owned the product is free of parabens, SLS, petrochemicals, artificial fragrances, colours and preservatives.

RRP: \$39.95 (30ml)

Stockist: 1800 791 381



DISPENSARY CORNER



PET care and exercise together.

Two Germans have kicked off what will be an epic test of fitness and endurance, with seven of their pet ducks.

Kicking-off earlier in the week the pair, Pia Marie Witt and Wilfried Arnold embarked on a 500-kilometre swim along the Fulda and Weser rivers, with the aim of reaching the North Sea next month.

The couple are aiming at conquering between 10-15kms of river per day.

The ducks however, not built for long distance swimming, will join them in the water for around 20 minutes a day, before settling onto a boat following the couple for a lazy afternoon's nap.

YOU'RE not obese, you're fat!

UK Minister for Public Health Ann Milton has told the media that GPs and healthcare professionals should call patients fat rather than obese in order to better motivate them into dropping a few kilos.

"If I look in the mirror and think I am obese I think I am less worried [than] if I think I am fat," Milton said.

Steve Field, a member of the Royal College of General Practitioners welcomed Milton's comments, saying that healthcare workers need to be honest with patients, and stop telling them what they want to hear.

PROFESSOR pleased.

Rather than getting angry, a chemistry professor, Scott Burr, at the Adolphus College in Minnesota, has praised his students' attention to detail after returning from holidays to find his office had been completely wrapped in aluminium foil.

According to reports, changing the professor's room is an annual tradition, and past incarnations have seen his office turned into a pirate ship and coloured in pink.

This year however the prank involved some 10,200 rolls of foil, which wrapped everything, including individual books, pens and even a solo kleenex tissue!