Wednesday 01 Dec 2010

PHARMACYDAILY.COM.AU



CONTENT ALERT

Phoenix

#### **AUSTRALIAN MEDICINES INFORMATION**

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### Non-medical scripts

PHARMACIST Lisa Nissen from the University of Queensland is the co-author of an editorial in the new edition of NPS Australia's Australian Prescriber released today, which discusse non-medical prescribing in Australia.

The article, written together with Greg Kyle from the University of Canberra, discusses the importance of training in conjunction with the granting of prescribing rights to other professions than doctors, urging a strong focus on prescribing models and access to medicines.

In particular they point out the lack of national consistency in relation to authorisation and formularies, as well as the implications of the new national registration schemes for health professionals.

"The best prescriber for a given patient should depend on their skill set, not on which professional hat they wear," the authors wrote.

Australian Prescriber also includes an article from consultant clinical pharmacist Debbie Rigby on collaboration between doctors and pharmacists in the community - www.australianprescriber.com.

## Flu pandemic officially over

**HEALTH** minister Nicola Roxon today announced that Australia's Pandemic Alert level would move from PROTECT to ALERT, "signifying the end of the H1N1 influenza (swine flu) pandemic".

She said the move was being taken on the advice of Chief Medical Officer Jim Bishop as well as the Australian Health Protection Committee.

"Levels of influenza-like illness in the community now continue to be low, although sporadic activity has been reported within some states and territories," she said.

The ALERT phase involves heightened vigilance for a new influenza virus, or a change in a

### New Genzyme chief

**GENZYME** Australasia yesterday announced the appointment of Robert Hendriks as its new managing director, replacing Dan Brown who is moving to the US to take up a new role with the firm.

Hendriks has been with Genzyme since 2008 and has held previous roles with global pharmaceutical company Organon in Europe and South America, as well as Sandoz.

current circulating virus.

Roxon said that a total of 44,403 confirmed cases of swine flu had occurred in Australia since May 2009, but only 6767 this year.

She also confirmed that an assessment of the Australian health sector's response to the 2009 influenza pandemic is under way, focusing on what was planned, what happened during the response and with the aim of identifying key issues and lessons learned.

"This information will be critical to inform future pandemic planning," Roxon said.

### D-Day for F2 pricing

**TODAY** the new Pharmaceutical Benefits Scheme came into effect, with the implementation of the new Expanded and Accelerated Price Disclosure (EAPD) arrangements.

From 01 Dec, EAPD is now mandatory for all drugs listed on the F2 formulary of the PBS, meaning that sponsors will now have to disclose pricing for all brands subject to disclosure.

Sales revenue, volume and types and value of incentives in connection with these items must be provided to the government.

The PBS website pbs.gov.au now includes new documents giving an overview of the operation of the new scheme, including frequently asked questions, transitional arrangements and reporting cycles.

Details of the previously announced information sessions are also now available, including a session next Mon 06 December at the AstraZeneca Conference Centre, 66 Talavera Rd North Ryde.

RSVPs for the session must be sent to eapd@health.gov.au.

### **Qld PSA president**

**BRUCE** Elliot has been elected as the new State President of the Queensland Branch of the Pharmaceutical Society of Australia.

He takes up his new role effective today, replacing Dr Lisa Nissen who is set to begin an overseas sabbatical shortly.

Elliot is the managing partner of four ChemCoast Pharmacy Group community pharmacies in Yeppoon in central Queensland.

He's also an accredited clinical pharmacist, with a major interest in aged care.

It's been a big year for Elliot, who earlier in 2010 was honoured with the Young Australian Professional of the Year Award courtesy of Professions Australia.

He said he plans to use his new role to advocate a broader role for pharmacists in the health system.

"One of my key objectives for 2011 is for the Branch to host a multi-disciplinary allied health conference which brings together the professional organisations of our allied health colleagues and promotes inter-professional learning," Elliot said.

### **NIN A PROTEC SKIN CARE PACK**



Pharmacy Daily has teamed up with Protec this week and is giving 5 lucky readers the chance to win a Skin Care Pack. Each pack

contains 5 products including an Anti-Ageing Q10 + E Cream and a Natural Vitamin E cream in 4 fragrances.

Offering therapeutic formulations with quality ingredients, Protec provides a range of daily skincare products and hair vials at affordable prices. Protec is more than a Natural E Cream it contains Vitamin E, Dragasantol, Vitamin A Palmitate (Retinyl Palmitate), Vitamin D3 and Marine nutrients and Allatoin to relieve and sooth the effects of sunburn and minor skin irritation. It helps reduce the appearance of wrinkles and improves skin elasticity.

For your chance to win this great Protec Skin Care pack, simply send in your answer to the question below to: comp@pharmacydaily.com.au

In 25 words or less tell us about your best beach experience

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# Pharmacy DAILY —

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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.

### Nutrients for age proof skin

Trilogy's Age Proof Nutrient Plus Firming Serum is formulated using green tea antioxidents, along with licorice for its anti-inflamatory, brightening and moisturising properties and mulberry which is high in Vitamin A and antioxidents. The serum is boosted with the addition of a natural hyaluronic acid which helps to keep skin smooth and plump, and aids in retaining water. Great for a hydration boost, the serum is very light weight, and absorbs instantly into skin. As such, it is great as an everyday boost under moisturiser, or as a pick me up for special occasions.



Stockist: (03) 9533 1336





### Bow out, unruly brows!

**Arcdell Brow Sculpting Gel** is a new lightweight clear product which is applied to set your eyebrows in place. It contours and defines the brows, providing all-day hold and conditioning. It comes with a precision wand to create a full and natural-looking brow. And for those quick eyebrow touch-ups the gel is also available in brown.

RRP: \$5.75

Stockist: Frostbland 02 8709 8800

### Smoky summer eyes

Clairns has launched a new smoky summer eyeshadow palette, to create simmering looks for this festive party season. The palette features three shades: black, gold and bronze, which can be swept on for a subtle day-time glimmer, or built up for a vibrant night-time look. The palette comes in a rectangular case with a gold lid and scroll decoration, and includes a large mirror and double tipped applicator.



Stockist: (02) 9663 4277



### Introducing a Lush new perfume



Gorilla Perfume (operated by the co-founder of Lush Fresh Handmade Cosmetics) has today released a brand new perfume titled Imogen Rose. The main notes used to create the scent include 100% pure rose oil, rose absolute, basil, bergamot, vetivert, ambrette seed and tonka orris. The result is a rich and fresh romantic floral fragerance that bridges the age gap, meaning that it is suitable for the younger market, as well as more mature ladies.

RRP: \$69.95 (27g) Stockist: www.lush.com.au

### Last minute Christmas presents

Lanolips has released the perfect option to keep on hand for those last-minute Christmas gifts. The 'Ultimate Lanolips Christmas Set' set includes Lanolips Ointment (which is formulated from medical grade lanolin), as well as a Rose Balm Intense for Very Dry Hands and Nails (which combines lanolin, shea butter, cocoa seed butter, wheat germ oil and Vitamin E) cream, in a nifty pink purse.



Stockist: (02) 9663 4277



### DISPENSARY CORNER

**GET** set for the latest diet fad - the "60-day potato challenge".

A US man claims to have lost almost 10kg by eating nothing but potatoes for two months.

Chris Voigt - who happens to be the executive director of the Washington Potato Commission says he set out to eat 1200 potatoes (yes, that's 20 per day) in order to "remind the public about the nutritional value of potatoes"

His time on the special diet included the traditional American festival of Thanksgiving, when he had a special treat of mashed potato made into a turkey shape.

He wraps up the challenge today and says that as well as losing weight his cholesterol level has plummeted.

### THIS is a good one.

A US man who was arrested for drink-driving has been acquitted after claiming that he only consumed alcohol to keep warm.

Thomas Drummond was in court after police took him into custody because he lost control of his vehicle on an icy road.

He told the judge that he wasn't intoxicated while driving - but emergency workers took more than two hours to rescue him, in which time he drank a bottle of whisky in his crashed car.

His lawyer, Stephen Wilson, admitted that it was "a set of facts you don't see every day".

**THE** government of the West African country of Ghana has announced a major new health initiative - the banning of the importation and sale of secondhand underwear.

Bargain shoppers will have to get in quick to beat the ban, which comes into effect in Feb, and which has been greeted with dismay by street hawkers.

A spokesman for the trade ministry said the move aimed to "promote good health and reduce government expenditure on health," with the ban also applying to second-hand mattresses and used handkerchiefs.