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## Book giveaway

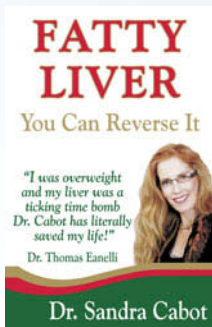
TODAY ten lucky *Pharmacy Daily* readers can win a copy of a new book which is set to be released in the coming weeks.

'Fatty Liver - You Can Reverse It' is claimed to explain how to reverse this condition and restore health, with fatty liver being the most common type of liver disease seen in the world today.

We're giving away a free copy of the book to the first ten PD readers to email us

with the answer to this question: Who is the author of 'Fatty Liver - You can reverse it'?

Send us your entries, along with where you work in pharmacy by email ASAP to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).



## Corum predicts profit

LISTED pharmacy software supplier Corum Health this morning advised the Australian Stock Exchange that it now expects its consolidated operating profit after tax for the year to 30 Jun to be between \$1.1 and \$1.3 million.

## US pseudoephedrine

PHARMACISTS in the US state of Louisiana are now required to track purchases of pseudoephedrine medications via a third party database called MethCheck.

The system is being supplied by a company called Appriss, which has now signed contracts with states including Louisiana, Mississippi, Kentucky, Oklahoma, Arkansas, West Virginia and Indiana.

## Pharmacy Daily Pharmacy Job of the Day!

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[jobs4careers.com.au](http://jobs4careers.com.au)

## Sigma's new ceo optimistic

THE newly appointed chief executive of Sigma Pharmaceuticals says he's confident that the business can be turned around.

Mark Hooper was yesterday named by the company's board as the successor to Elmo de Alwis (PD breaking news) but he won't take up his new role until September.

The appointment was welcomed by investors who boosted Sigma's share price by about 3% to 49.5c - which is still well below the "indicative and non-binding" 60c takeover offer from South African group Aspen Pharmacare.

Hooper, who's been chief financial officer of PaperlinX for just under two years but has also worked previously at Sigma as well as at Symbion, described the Aspen bid as "opportunistic", according to today's *Australian*.

"I'm very positive the core business...can and should be doing

better," he said.

Sigma is facing a possibly stormy annual general meeting next week, with shareholders suffering under a share price which dived more than 60% after the company reported a \$389m loss due to a write-off of goodwill in its generics business.

Since then long-serving ceo de Alwis has resigned, along with chairman John Stocker, non-executive director Doug Curlewis and chief financial officer Mark Smith.

Stocker said that the new ceo "will be a critical element in Sigma's next phase of development in conjunction with the board headed by new Chairman, Brian Jamieson, who takes over at the forthcoming AGM".

Between 2001 and 2006 Hooper was CFO at Sigma where he was responsible for accounting, taxation and treasury related financial activities plus legal affairs, investor relations and company secretarial functions.

"We have recruited a ceo who will hit the ground running, with a deep knowledge of the Company and the industry," Stocker said.

## Aspirin exemptions

THE TGA has published advertising exemptions for Chemmart Pharmacy EC Aspirin 100mg tablet blister pack, Pharmacy Choice EC Aspirin 100mg tablet blister pack and Terry White Chemists EC Aspirin 100mg tablet blister pack, all supplied as OTC drugs by Symbion Pharmacy.

The exemptions allow labelling on packages to state that the product "Reduces the risk of heart attack and stroke in patients with known cardiovascular or cerebrovascular disease".

## Pharmacy Snow Business coming up

MEDICI Capital is inviting pharmacists from across Australia to take part in its upcoming Pharmacy Snow Business Conference, which will take place in Victoria's Mount Buller from 8-12 August this year.

Pharmacists, their families and friends are welcome to attend the event which provides an "ideal balance of pharmacy focused conference sessions, combined with plenty of free time".

Delegate registration costs \$995, with a student rate of \$495 including attendance at conference sessions and dinners as well as lift pass discounts.

More details 03 9853 7933.

## SA pharmacy event

A COLLABORATION between the PSA, Pharmacy Guild and South Australia's leading community pharmacy groups to run the 2010 South Australian Pharmacy Community Forum & Trade Edition is being touted as a "great example of industry solidarity".

The not for profit event will feature a range of high quality sessions, a trade display and a gala dinner with more than 280 pre registration tickets already sold.

The conference will take place at the Adelaide Convention Centre on Friday 20th and Saturday 21st August, with a keynote speech from senator Nick Xenophon.

It will also feature new 30 minute sessions specifically designed for pharmacy assistants, with selected sessions also including allocations of ENRICH CPD points.

Organisers say that as well as the educational and networking opportunities, the form "provides a platform to demonstrate to the State and Federal Government the strength and solidarity of an industry united, giving scale and perspective to the size of community pharmacy".

See [www.sapcf.com.au](http://www.sapcf.com.au).

## Travel Specials

WELCOME to *Pharmacy Daily's* travel feature.

Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

VALUE TOURS is offering an 8 day ski package in Canada from just \$980 per person.

The deal at Fairmont Banff Springs includes a free second room at no charge, along with a five day lift ticket, based on twin share for a group of four people.

It must be booked before 30 September, and is valid for travel from 2-31 January 2011.

More information from your travel agent or on 1300 361 322.

CLUB MED is promoting a 'Kids Stay and Eat Free' offer at its all-inclusive resorts in the Asia-Pacific region - including the Barrier Reef, Bali, Phuket and Malaysia.

The special is even valid during the July and October school

holidays, with packages including airfares, all meals, open bar and snacking and a wide range of sports, activities and entertainment.

Some resorts also offer spa, massage and beauty treatments so why not treat yourself?

Details at [www.clubmed.com.au](http://www.clubmed.com.au).

And finally, most hotel operators in THAILAND are offering amazing deals to entice tourists back to the country now that the political unrest has calmed down.

Accor is one example, with a special "cash back" incentive offering guests up to 500 Thai baht of in-hotel spending credits per room per night at any Pullman, MGallery or Novotel property.

More at [www.accorhotels.com](http://www.accorhotels.com).

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## Dutch merger

TWO European companies have agreed to form a drug distribution joint venture operation which will create the second-largest Dutch pharmacy company.

Stuttgart-based Celesio AG will contribute 62 pharmacies with annual sales of €170m (A\$246m) to the deal, which will see it own 45% of a company called Brocacef Holding which is a subsidiary of Phoenix Group.

Brocacef already owns 53 stores, with the combined group having 115 pharmacies and more than €1.1 billion in revenue, with about 1600 employees.

Celesio ceo Fritz Oesterle said the deal followed a review of countries where the company had a small market share.

"We consider the merger with Phoenix to be the best option to further boost the positive development of our activities in the Dutch pharmaceutical market," Oesterle said, adding that "the companies can reduce purchasing and administration costs by working together".

## ACPM identical drug alert

THE TGA's Advisory Committee on Prescription Medicines says it's concerned at the "apparent proliferation in multiple trade names for products which in all other respects are indistinguishable," saying the practice raises serious Quality Use of Medicines issues, including increasing the potential for prescriber and patient confusion.

The ACPM ratified a resolution saying the matter of identical products with different names but the same sponsor, same active ingredients, same dose forms and same strengths needs to be brought to the attention of the National Medicines Policy Committee, and has also recommended that the TGA and external stakeholders "should work together to formulate a policy to help address this extremely concerning practice".

At its last meeting the committee also recommended approval of:

- Orphan Australia's **Salofalk** (mesalazine) suppositories for ulcerative proctitis.
- Novartis' **Riamet/Coartem**

(artemether and lumefantrine) dispersible tablet for malaria

- GE Healthcare's **Visipaque** (iodixanol) solution for injection for use in children
- Genzyme Australia's new entity **Mozobil** (plerixafor) for lymphoma and multiple myeloma.
- Extending the indication for Pfizer's **Celebrex** (celecoxib) for short-term treatment of acute pain in adults following surgery or musculoskeletal and/or soft tissue injury
- Shire Australia's new **Firazyr** (icatibant) injection for hereditary angioedema
- An extended indication for Gilead Sciences' **Hepsera** (adefovir dipivoxil) tablets for hepatitis B
- Novo Nordisk's new **Victoza** (liraglutide) injections as an adjunct to diet and exercise for adults with type 2 diabetes
- GSK's new **Votrient** (pazopanib hydrochloride) tablets for renal cell carcinoma
- Schering-Plough's new **Sevikar** (olmesartan medoxomil and amlodipine as besylate) tablets for the treatment of hypertension
- GSK's new **Revolade** (eltrombopag olamine) for thrombocytopenic purpura
- A new formulation and dosage change for GSK's **Pandemrix** H1N1 pandemic vaccine
- Commercial Eyes' new **Menveo** meningococcal vaccine
- A new strength and formulation for Allergan's **Enidin P/Alphagan P** (brimonidine tartrate) eye drops
- Bayer's new **Visanne** (dienogest) tablet 2mg for endometriosis
- An extended indication for GSK's **Tykerb** (lapatinib) for breast cancer
- Extended indications for Roche's **Mabthera** (rituximab) injections for severe rheumatoid arthritis.



## DISPENSARY CORNER

**ASTRONAUTS** need to make sure they have a balanced diet - and now a returned Chinese spaceman has revealed the secret of how he kept his strength up while in orbit - dog meat.

The details are contained in a new autobiography by Chinese military pilot Yang Liwei, who captained the Shenzhou Five mission in 2003.

"Many of my friends are curious about what we eat in space, and think that the astronauts must have some expensive delicacies, like shark's fin or abalone," he wrote, but assured that they ate "quite normal food" during the mission, according to a meal plan drawn up by nutritionists.

The space menu included steamed fish, braised chicken and dog meat from Guangdong's Huajiang county, according to a report in the *Fiji Times*.

**AN** unemployed US woman with a sore shoulder has shot herself in the hope that she would receive some medical attention.

41-year-old Kathy Myers says she hurt her shoulder about four weeks ago, but had been unable to see a specialist because she can't afford health insurance.

She was admitted to a Michigan hospital after the shooting but discharged a few hours later - with the bullet wound patched up but still no treatment for the shoulder.

Police say they're considering levying charges for firing a weapon within city limits.

**MUMS** just can't resist competing over their children's achievements, according to a survey released in the UK this week, the BBC says.

The poll of 3000 mothers found that almost half admitted wanting their babies to be the first to crawl, walk and talk, while 20% were thrilled that their child was quick to be toilet-trained.

A quarter tried to be the most organised among their peers - but interestingly while 78% admitted that their competitive nature was ridiculous, most said they "just couldn't help themselves".

## WIN A BURT'S BEES PRODUCT



**Pharmacy Daily** has teamed up with **Burt's Bees** and is giving readers the chance to win a Honey & Orange Wax Body Lotion and a Honey Lip balm today.

**Burt's Bees Thoroughly Therapeutic Honey & Orange Wax Body Lotion** provides long lasting moisture, leaving skin naturally soft, smooth and supple. The quickly absorbed lotion is ideal for use on legs after hair removal or a long day in the sun and is 99.01 per cent natural.

**The Honey Lip Balm** moisturises and protects lips, assisting in the prevention of dry cracked lips and the healing of chapped lips.

For your chance to win your own Burt's Bees Honey & Orange Wax Body Lotion and a Honey Lip balm, simply send through the correct answer to the daily question below:

**Name the lip balms in the Burt's Bees range**

Send entry to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

The first correct entry received each day will win.

Hint! Visit [www.burtsbees.com.au](http://www.burtsbees.com.au)

**Congratulations** to yesterday's lucky winner: **Alana Taylor** from **Covidien**. The correct answer was: up to 134.

## Fake Viagra alert

THE Urological Society of Australia has warned that purchasing erectile dysfunction drugs online carries significant risks.

Society president David Malouf cited recent research from South Korea where 18 out of 19 batches of counterfeit Viagra purchased over the internet contained incorrect doses.