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Over-medicating mums

PHARMACISTS are being urged to provide more over the counter advice to mothers regarding pain medications for children, after a new 'Understanding Pain' survey, conducted on behalf of Nurofen for Children, found that over one third of all Aussie mums may unintentionally be over-medicating their children.

Less than half of all the mothers surveyed could identify common pain symptoms in their children, including changes to sleeping and eating patterns.

"Front-line staff should never underestimate the massive role they play in helping parents," a statement from Nurofen said.

The survey also showed that 60% of mothers chose to turn to a health professional for advice on treating their child's pain, whilst 45% of mothers were labouring under the false impression that ibuprofen was not a suitable pain and fever treatment for children.

"As these statistics suggest... general advice and guidance is appreciated," the statement added.

New TGA AusPARs

THE Therapeutic Goods Administration has added Gilead Sciences' Hepsera (adefovir dipivoxil), Shire Australia's Replagal (agalsidase alfa ghu) and Janssen-Cilag's Risperdal Consta (risperidone) to its published list of Australian Public Assessment Reports' (AusPAR) detailing their progress through the approval process, with the reports available to view online at www.tga.gov.au.

Pharmacy schools unite

FOUR of Australia's oldest pharmacy schools have united to create a national representation and voice for pharmaceutical education and professional development.

The new alliance, made up of the pharmacy departments from the University of South Australia, Sydney University, The University of Queensland and Monash University believe that their partnership will forge a national voice for pharmacy students and education in a time of great industry upheaval, according to a report in *Campus Review*.

"We four share sufficient common ground that we believe we can present a unified position on many issues," said Professor Nick Shaw, head of Pharmacy at Qld Uni.

"This will be increasingly important as we move from several state-based registration systems to a national system," he added.

As part of the alliance's function it will represent all four universities at industry discussions including

Two new health bills

THE federal Govt will today introduce two draft bills as part of its Health Reform agenda.

The first bill will establish a permanent Australian Commission on Safety and Quality in Healthcare, whilst the second piece of legislation will alter the GST agreements with the states and territories to fund the federal takeover of the state hospital system under the National Health and Hospitals Network.

those with the Pharmacy Board of Australia and the Australian Pharmacy Council, presenting its parties' stance on all issues pharmacy related, but in particular those pertaining to accreditation, models of practice and competency test requirements.

Both Sydney University and the University of Queensland are now considering joining Monash and UniSA's existant shared pharmacy internship programs as part of the alliance's goal of providing standardised intern training across its institutions.

As for the future of pharmacy, the alliance says it foresees an increasing emphasis on post graduate programs as new models of practice continue to develop towards learning for life.

"We are anticipating increased demand for postgraduate award courses, for example, demonstrating competency, credentialing, or new models of practice in the future," said Professor Iqbal Ramzan, Pharmacy Dean at Sydney University.

Sanofi with Regulus

SANOFI-Aventis has signed a US\$750 million agreement with US biopharmaceutical company, Regulus Therapeutics which will see it collaborate with Regulus on the development of microRNA therapeutics for the treatment of four targets, including its first focus, cystic fibrosis.

As part of the alliance, Sanofi will also retain the option to both develop and commercialise other microRNA therapeutics above and beyond what it develops with Regulus.

Pharmacy Daily Pharmacy Job of the Day!

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WIN WITH NUROFEN FOR CHILDREN



To celebrate the launch of their new age-specific range, Nurofen for Children are encouraging Australians to delight in the joys of storytelling and the role it plays in learning and discovery.

Children need a medicine that is easy to take and reduces their pain effectively and safely. That is why the new Nurofen for Children range (available in Baby + 3 months; 1-5 years; 5-12 years) has been

developed to make dosing more convenient for babies and children as they grow. It provides effective relief from fever from 15 minutes onwards and lasts for up to 8 hours, which means no more sleepless nights for parents and children.

For your chance to tell your own story with one of four prize packs containing a Nikon COOLPIX Camera and professionally produced hardcover Photo Book, simply answer the daily question below:

What are the three age ranges that the new Nurofen for Children's products care for?

Send your entries to: nurofenforchildren@hausmann.com.au
Hint! Visit: www.nurofenforchildren.com.au

WIN A NEW YORK NIGHTS PRODUCT



This week **Pharmacy Daily** is giving readers the chance to win a Designer Brands product from the latest New York Nights range, courtesy of **Total Beauty Network**.

Metallic colours to bring out the wild side in you!

The New York Nights range is full of dark, sultry colours dedicated to the night.

Nail Polishes are toluene and formaldehyde free, quick drying with a high metallic finish.

The mascara included is the Pro V5 keratin formula with the Nu-30 brush that lifts and extends. All products on the range made for a long lasting formula a high metallic finish.

For a chance to win your very own New York Nights product, simply send through the correct answer to the daily question below:

Name the 5 Nail Polish Colours in the New York Nights range

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

The first correct entry received will win!

Hint: Visit: www.tbn.com.au.

Congratulations to yesterday's lucky winner: from **Kaye Hazel** from **Angel Medicine**. The correct answer was: opaque.

Accounting

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Stay across 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

HOW about this was a way to improve all-round fitness?

An inventive engineer in China, Li Guowei, has crafted the world's first amphibious bicycle, with hopes of marketing it in the near future.

Comprised of a conventional normal bike fitted with eight buoyancy barrels (which can be folded away on land) and a propeller at the back, the creation is Guowei's third attempt, with the first having drowned in the river and the second, being top heavy and difficult to steer in the water.

In a recent test Guowei rode his water bike across a 1km stretch river in just under 30 mins.

"Anyone can ride this bike. It is cheap and very suitable as a family water transportation vehicle,"

Guowei said. *Guowei goes for a spin*



Plug up sensitive complaints

Colgate is getting set to launch its newest product in the fight against sensitive teeth titled 'Sensitive Pro-Relief'. Designed to provide fast and lasting relief to sufferers of sensitive teeth, the new toothpaste works by plugging up open tubules (microscopic pathways) in the teeth's surface which lead inside to the sensitive nerve area. With repeated everyday use, the paste effectively creates a barrier around the teeth, thereby ensuring sensations do not carry down into sensitive nerve centres. Sensitive Pro-Relief officially goes on sale from 05 July, however pharmacists wishing to pre-order stock may do so before its launch.

RRP: \$9.99 (110gm), \$9.99gm (110gm Whitening) and \$4.99 (50gm)

Stockist: Your state Pharmabroker Sales representative



RoC Retin Ox Wrinkle Correction

RoC's latest wrinkle fighting cream, RoC Retin-Ox Wrinkle Correction, is a slightly heavy serum, packed with silicones which leave skin with a silky finish - creating a temporarily smoother appearance. The main wrinkle fighting ingredient in the product is its retinol content (Vitamin A) which works underneath the skin's surface to increase cell turnover and boost to collagen. Retinol is also a great cell-communicating agent, meaning that it can theoretically communicate at a cellular level with the skin to change its behaviour. Retinol can be destroyed by contact with air or sunlight, however RoC have combated this through the use of an opaque pump dispenser pack. Other key product ingredients include water attracting hyaluronic acid and the collagen boosting 'intelligent biopeptide'.

RRP: \$59 (30ml)

Stockist: Johnson & Johnson Pacific (02) 8260 8510



Organics with attitude!

Body America has created a range of organic exfoliators that are so gentle they can be used for the face and the body. Suitable for even sensitive skins, the four exfoliators all contain the same base ingredients including Vitamin E and Ceramide 3 to both nourish skin whilst exfoliating, but also to bolster skin elasticity. The exfoliators are totally free of parabens as well as BHT's and UREA's. The main between the four products is their packaging and smell. In keeping with Body America's aim to make organics fun, each of the exfoliators has its own retro pin-up girl ambassador with matching scent. The Girls are as follows Toast to the Coast (enriched with passion seed oil and grapeseed scent), New York Cheesecake with an Edge (strawberry and vanilla scented) Vermont Va Va Voom (green apple, maple and blueberry scent) and Southern Belle (peach and mango kernel butter).

RRP: \$14.99 (177ml)

Stockist: Total Beauty Network, 1300 765 332



AN INTRIGUING case of cross-species relations has emerged in - you guessed it - China.

A newly born wolf cub, found dumped and alone in the wild by Chinese villagers out on a hunt, has forged an unlikely friendship with his adopted mother, a goat.

The wolf, now three years of age, was given to one of the villagers, Chen Ming, to raise, as his goat had milk, and now it appears that the pair are virtually inseparable.

"They eat and sleep together," Chen said.

"Everyone who comes to my home is surprised by the scene; that prey is very good friends with the predator," he added.

The friendship however is soon to end, with Chen pledging to release his wolf back into the wild so that it can lead a "more natural" life.

Not the lion and the lamb, but the goat and the wolf!



Cabot curbs cravings

Cabot Health's weight loss range (created by a team of doctors naturopaths, herbalists and nutritionists) features Glucemic Balance capsules, which combine a range of herbs, vitamins and minerals to help users curb sugar and carbohydrate cravings. Featuring selenium, chromium, Vitamin E, gymnema sylvestre, momordica charantia, r,s alpha lipoic acid, manganese and levocarnitine fumarate, the capsules aid in the bodies metabolism of carbohydrates and can also help to reduce insulin resistance.

RRP: \$44 (90 Capsules)

Stockist: Cabot Health 1800 151 052 (order can be charged on API or Symbion account)