

Weekly Comment

Welcome to a new **Pharmacy Daily** feature, in which we will have a regular column from a pharmacy industry commentator.

This week's industry contributor is Dr Deborah Mills.

Travel Health App now online at iTunes

Helping Travellers look after their health overseas:

Travel Health the iPhone Application, based on the Travelling Well book is now in the iTunes App store.

If you have an iPhone you can download Travel Health from the iTunes App store by [clicking here](#).

If the link doesn't work for your country, you can search Travel Health or WaKi Apps in the iTunes App store or your iPhone, or you can search for Travel Health on iPhone or iPod Touch.

After you have downloaded it, I would very much appreciate it, if you could help us by giving the 'Travel Health' App a star rating, and writing a short honest review for us on the iTunes App Store.

About the Travel Health App:

Research has shown that roughly half of overseas travellers will develop a medical issue while away from home.

Many of these problems are easy to manage if you know how.

This App is essential for travellers who visit places where some of the local hospitals could make you sicker than you already are.

This App is developed by Dr Deborah Mills, author of the **best selling book 'Travelling Well' with over 140,000 copies** in print worldwide, and is developed from feedback from thousands of Dr Deb's traveler patients over the last 20 years.

An experienced traveler herself, Dr Deb's specialised medical expertise provides sound guidelines and critical "been there done that" information that travelers need, written in a style that's easy to follow.

Best of all, without adding any weight to your luggage or needing an internet connection, you can now use this App to safeguard your health ... a traveler's most precious asset!



Dr Deb is the medical director of two Travel Medicine Clinics, and one of the pioneers of Travel Medicine in Aust.

Gold Cross Mersyndol push

THE Guild's Gold Cross brand and sanofi-aventis will make the most of the last opportunity to advertise codeine-containing OTC medications, with a new round of the Mersyndol Day Strength/Gold Cross branding campaign.

The TV advertisements will kick off next Sun 28 Mar and run for four weeks - taking them up to just before the 01 May upscheduling of codeine which will mean Mersyndol can no longer be advertised.

The campaign ran initially in 2008 linking Mersyndol DayStrength to the Gold Cross symbol, and then repeated twice in 2009.

Consumer recognition of the Gold Cross rose to almost 74% of those surveyed after the 2009 campaign - up from 44% two years previously.

The commercial focuses on the benefits of the medication, with the final message to 'Ask your pharmacist where you see the Gold Cross'.

"The Guild is very pleased that sanofi-aventis consumer health care is continuing to support the Gold Cross branding campaign and the key role of pharmacist advice," said Guild President Kos Sclavos.

The Guild emphasised that

FDA warns on Zocor

THE US Food and Drug Administration has issued a warning regarding the potential for increased muscle injury from the cholesterol-lowering medication, Zocor (simvastatin) 80mg.

According to the FDA patients who are taking prescribed high doses of zocor have a greater risk of developing more serious forms of muscle strain (myopathy), such as rhabdomyolysis, which can lead to severe kidney damage, kidney failure and death.

Complementary rise

FORTY percent of all Australians are currently using complementary therapies to manage and treat conditions incl arthritis and inflammation, according to a new report released by the Australian Institute of Health and Welfare.

The report also found a rise in the number of Australian doctors recommending the usage of complementary medicines to treat arthritis, such as fish oil, rosehip oil, evening primrose oil & glucosamine.

"It generates direct sales and just as importantly good will with customers"

Read what Jo McDowall has to say, [click here](#).



Sigma wants time

INVESTORS eagerly awaiting an update on the financial status of Sigma Pharmaceuticals will be disappointed at the news that the company has delayed the release of its annual results for another week.

The originally scheduled date for the release was tomorrow, but the company said today that "more time than expected is required to finalise the year-end 2010 accounts."

Sigma's shares are still suspended from trading on the stock market at the company's request, and Sigma said its figures for the year to 31 January 2010 would be made public "on or before 31 March 2010".

Last week (PD Thu) Sigma advised that it doesn't expect to pay a dividend and is adjusting its accounts to reflect the carrying value of goodwill in relation to its Arrow Pharmaceuticals acquisition in the light of market pressures in the generics sector - which in turn will require renegotiation of its banking covenants.



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Swine flu alert

THE government has warned Australians to prepare for possible outbreaks of Influenza A (H1N1) as the flu season approaches.

A new 'Facts about Swine Flu' campaign has launched to help people understand the risks that the illness poses to the community, with the govt saying there had been almost 50 confirmed cases here so far this year.

"This is no ordinary flu. It affects younger, healthier people," the govt said, urging people to be immunised.

IVD pricing schedule

AN updated pricing schedule for the regulation of in vitro medical devices has been published on the Therapeutic Goods Administration's website.

Included in the schedule are changes to the fees for Conformity Assessment (Initial assessment, surveillance audits and assessment certificate); Inclusion in the ARTG (inclusion in the register and application audit assessment) as well as IVD Medical Devices Annual Charges (valid until 2013); In-House IVD Medical Devices and Annual charges volumes.

For info and fee structures see www.tga.gov.au.

Welsh minor ailment plan

IT'S not just Australian pharmacists who are calling for the ability to treat more minor ailments to reduce the pressure on government health budgets.

Currently an expanded pharmacist program which encourages patients to consult their pharmacist over ailments including head lice, migraines, stomach disorders and eye infections is being trialed in the Welsh districts of Torfaen and Flintshire.

Community Pharmacy Wales, which represents the pharmacy sector there, wants the trial expanded nationwide, with its ceo Russell Goodway saying that in many cases pharmacists are better equipped than doctors.

"In terms of managing your medicines and what medicines can do to help you with an ailment, the

RGH E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin is part two on the topic of Opioid equivalence, providing additional practice points.

It's available at no charge by emailing Chris Alderman on chris.alderman@rgh.sa.gov.au.

professional is not the doctor - the professional is the pharmacist," Goodway said.

CPW is estimating savings of more than £30m (A\$70m) a year "from switching the delivery of these sorts of services from GP practices into community pharmacy".

In Wales pharmacists are paid for consultations, but only at around half the rate of GPs.

Air pollution asthma

Four percent of all asthma hospitalisations in 0-14yr olds in 2006 were related to air borne pollutant particles, according to a new report released today by the Australian Institute of Health and Welfare.

This asthma and pollution link however, according to Dr Adrian Webster of the AIHW's Respiratory Conditions and Primary Care Unit, is "fraught with complexities.

"There are key gaps in what we know about how air pollution affects asthma as well as weaknesses in available data sources that make drawing conclusions difficult," Webster said.

He said that whilst the process of making asthma/pollution links is tricky, a methodology that could be used for monitoring the impact of air pollution on asthma over time would be invaluable as it could potentially forecast the future impact of climate change, bushfires and dust storms.

Cuts to salty cereals

SALT content in Aussie cereals and breads is set to drop, following a 'Food and Health Dialogue' pact signed by industry big-wigs such as Kellogs and Sanitarium, as well as the government and health bodies incl The Heart Foundation and CSIRO.

The new healthy living, healthy diet initiative is set to see the salt content in cereals cut by around 15% over the next four years, and will apply to products which have a total salt content of over 400 milligrams per 100 grams (which equates to around 70% of the cereals currently on the market).

Salt content in bread is also set to be cut by 15% over the next three years under the pact.



DISPENSARY CORNER

SOME like it hot - but probably not this hot.

Authorities in India have launched what they believe to be the new wave in crowd control tactics - a non-lethal chilli-based hand grenade.

Packed with super spicy chilli dust ground from the seeds of the Guinness World Record breaking hottest ever chilli (the atomic-strength Bhut Jolokia) the grenades are claimed to temporarily blind victims for hours, and can also cause breathing difficulties in some victims - but they're not lethal!

India's military leaders are also super psyched about the new chilli bomb, saying it has potential to be the new face in the war on terrorism.

"The chilli grenade is a non-toxic weapon and when used would force a terrorist to come out of his hideout," said lead scientist R.B. Srivastava at India's Defense Research and Development Organisation.

"The effect is so pungent that it would literally choke them out," he excitedly enthused.

THERE could be good news for men who are follicularly challenged at an early age - otherwise known as chrome-domes, nude-nuts or desert heads.

A study published this week in the US journal *Cancer Epidemiology* has found that men who go bald by the age of 30 appear to be less likely to develop prostate cancer.

Receding hairlines were attributed to high levels of testosterone, which was also linked to a lower risk of tumours.

However Dr Alison Ross, a spokesperson for Cancer Research UK, downplayed the findings, because earlier studies had resulted in a completely opposite outcome.

"The results hinge on asking men between ages 40 to 70 to remember whether their hair waqs thinning when they were 30 - which does not provide a very reliable measurement," she said.

WIN A FOREVER MATTE GIFT



Total Bauty Network has teamed up with *Pharmacy Daily* this week, giving readers the chance to win a Forever Matte product.

Matte make up is the hottest trend - it doesn't mean that your make up becomes flat or boring, instead think of it as sheer or satiny.

It definitely tones down any dewiness or sparkle.

The Forever Matter collection includes Mineral Powder Foundation, Eyeshadow, Lipstick and both lip and eye pencils.

For your chance to win a Forever Matte product this week, simply send through the correct answer to the daily question below:

What are the names of the two Matte Mineral eyeshadows?

Send entry to: comp@pharmacydaily.com.au.

The first correct entry received each day will win.

Hint! Visit www.tbn.com.au.