



Infant nutrition push

A PRESENTATION at a symposium last weekend presented by the Nutrition Society of Australia and the Nestle Nutrition Institute has called for renewed focus on early infant nutrition - particularly for babies delivered via Caesarean section.

Professor Patricia Conway from the University of NSW said that babies delivered vaginally receive "vital protective bacteria" as they are born, which help in the development of a strong and healthy immune system.

Professor Conway said nutrition after birth can be an important part of replacing the bacteria for babies born via C-section, and suggested that healthcare professionals consider the mode of delivery before advising on nutritional needs.

She said that breastfeeding is best, but if not possible, the use of an infant formula containing probiotics will also help establish the balance, with probiotics shown to be helpful in cases of lactose intolerance, eczema and preventing episodes of diarrhoea.

ABS national health survey

THE Federal Government has announced the Australian Health Survey, which will see 50,000 Australians asked to provide information to form "the most comprehensive collection of health data ever undertaken."

The survey, set to be commence in response to the National Preventative Health Taskforce's final report, will be conducted by the Australian Bureau of Statistics in 2011-12.

Currently in its planning stages the survey is being developed by the Bureau in consultation with the Department of Health and Ageing and the National Heart Foundation.

So far, plans for the survey will see participants answer detailed questions on diet and exercise, provide information on their current health status, including existing

conditions and to provide voluntary blood and urine samples to allow testing for nutritional status and for "early indicators of lifestyle-related disease" including high and low cholesterol and blood glucose levels.

The survey is currently scheduled to kick off in April next year - for more information email aushealthsurvey@health.gov.au.

BowelScreen Australia

THE Pharmacy Guild of Australia yesterday confirmed its collaboration with Bowel Cancer Australia to develop a pharmacy based bowel cancer awareness, education and screening program, as detailed in *Pharmacy Daily* (PD 18 May).

The program will be launched on 6 June, and will involve a simple immunochemical faecal occult blood test produced by Enterix Australia.

To order the screening test kits phone 02 9887 5335 or email Susan.Zheng@enterix.com.au.

TGA bill passed

THE Therapeutic Goods Amendment (2009 Measures No 3) Bill 2009 has been passed by federal Parliament, introducing a number of changes to industry regulation in the coming weeks.

Amendments made by the Bill include the implementation of the new framework for the regulation of biologicals, providing more flexible arrangements to recall batches of goods, and enabling information to be sought from past sponsors of medicines and therapeutic devices.

Recruitment seminar

PHARMACY recruitment specialists Sue Muller and Kirsty Ferguson will hold a series of seminars around the country aiming to help pharmacists 'Get Ready To Get Hired'.

Muller said that by 2015 there will be a surplus of 2000 pharmacists, and the sessions will help job applicants tip the odds in their favour - call 1800 357 001.

Aspen to take Sigma?

ASPEN Pharmacare may boost its offer for Sigma Pharmaceuticals (PD Mon) to 70c per share, according to informed sources quote in today's *Financial Review*.

Lining up for degeneration



LAST weekend a function was held at Kirribilli in Sydney to officially launch Macular Degeneration Awareness Week.

A study was also released to coincide with the event, which shows there's an "alarming risk" that people experiencing a symptom of macular degeneration (MD) will dismiss the symptom thinking they just need glasses or are experiencing eye strain.

MD is a leading cause of blindness in Australia, and the awareness week was launched by Queensland State Minister for Disability Services and Multicultural Affairs, Annastacia Palaszczuk, who was diagnosed with MD six years

ago - aged just 34.

"Early detection and immediate treatment was critical to saving my sight," she said, urging people to go visit an optometrist if they experience any change in vision.

MD is hereditary, with a 50% chance of developing the condition if a family history is present.

Pictured above from left at the launch are Pam Stone and Amy Down from Blackmores; MD Foundation ceo Julie Heraghty; ophthalmologist and founding director MD Foundation, Dr Paul Beaumont; Annastacia Palaszczuk, Qld minister for disability services; and Vivan Zurlo and Vanessa Besermenji of Blackmores.

WIN 3 CARMEX® LIP BALMS

Pharmacy Daily has teamed up with Carmex this week and is giving 5 lucky readers the chance to win a supply of Carmex products for winter. The pack contains:



- 1x Carmex lip balm squeeze tube 10g,
- 1 x Carmex lip balm jar 7.5g and
- 1x Carmex lip balm Cherry Click Stick™ with SPF 15 4.25g- ideal for 3 months of winter!

The unique Carmex formula helps to soothe, moisturise and relieve

dry chapped lips caused by environmental factors - resulting in soft, healthy-looking lips. Carmex lip balm combines camphor & menthol in a soothing base of cocoa butter and waxes.

Try it for yourself and see why this award-winning lip balm is a favourite of celebrities and make-up artists all over the world!

For your chance to win this fantastic prize, simply send through an answer to the question below:

In 25 words or less, tell us why do you love Carmex lip balm?

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

The most creative entry will win!

Entries must be in by COB on Friday and the winners will be announced in next Monday's *Pharmacy Daily* issue.

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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

A WOMAN in Minnesota, USA has given birth to a baby boy while she was driving herself to hospital.

The baby's father was in the passenger seat and steered the vehicle from there - not driving the car because he had a history of seizures.

29-year-old Amanda McBride felt labour pains at work and drove to pick up her partner before heading to the hospital.

Local newspaper *The Pioneer* reported that suddenly her water broke and the baby "just slid out".

Staff at the North County Regional Hospital in Bemidji said they were "stunned" to learn that the heavily pregnant mother was driving the vehicle.

THE president-elect of the Philippines says he would like to quit smoking, but isn't ready because he's worried it could affect his decision-making.

Senator Benigno Aquino smokes at least one pack of cigarettes a day, and says that there are more pressing economic, political and social issues to be addressed than his filthy habit.

"When I ran, people knew that I smoked. I will stop smoking at the appropriate time," he said.

Aquino is under pressure to quit because new laws requiring larger warnings on cigarette packets have just come into effect across the Philippines.

AND just in time to help combat those cigarette cravings during long flights, the US Transportation Security Administration has announced that travellers can pass through airport security with electronic cigarettes.

The battery-powered gadgets provide inhaled doses of nicotine - but it's not exactly part of an anti-smoking crusade, with the department also clarifying that cigar cutters and "non-torch lighters" are also now allowed.

The TSA said passengers should still consult with individual airlines to see whether they can use the electronic cigarettes on a flight.



Clear skin in four hours

Clearasil claims its recently released Ultra Rapid Action Pimple Cream will deliver visibly clearer skin within four hours of application. Formulated from the company's Acceladerm technology which helps the medicated lotion penetrate deep into the affected pores to remove pimple causing bacteria within moments of application. Visibly the cream, which is of a lotion consistency, is said to first diminish redness, and then to flatten and diminish acne and pimples. The cream is to be applied morning and night onto freshly washed skin.

RRP: \$13.99

Stockist: 1800 226 766



No need to get pasty in winter!

California Tan, the world's top selling self tanning brand, is now available in Australia after 20 years of operation in the US. The celebrity endorsed range includes pre-tan options (a maximiser, exfoliator scrub and exfoliation towelettes) self tan products (lotion, spray, foam and airbrush options) and a maintenance range (extender, leg perfector, after glow and corrector lotion and pumice). The company claims its products all work together to boost the skin's natural ability to produce a "healthy" streak free and natural looking self tan. The products all also include anti-ageing and firming ingredients and are only available in pharmacies and professional salons.

RRP: \$28.99 - \$41.99

Stockist: 1300 867 826

Detox unhealthy feet

Botáni Detox Foot Scrub is created from peppermint oil jojoba oil, squalene, olive wax and butter which work together to "detoxify" feet whilst also soothing and moisturising dry feet. Added Australian sea salt manually removes dead skin, unclogging pores and promoting healthy cell renewal. The peppermint also has the added bonus of leaving feet smelling fresh and deodorised.

RRP: \$14.95 (100g)

Stockist: Botáni 03 9380 8529



Scalps get icy fresh

Containing menthol extracts to stimulate circulation of the scalp Head & Shoulders Ice Fresh shampoo and conditioner range is designed to soothe red hot and itchy scalps. Whilst the menthol soothes, the products' other ingredients (including H&S' patented "vitazinc") work to prevent dryness, itching and flaking, whilst also coating the hair with silicones to effect the look of healthy moisturised hair.

RRP: \$5.99 (200ml)

Stockist: 1800 028 280



Nipple care for breast feeding mums

The ingredient list for Avado's Nipple Care Balm reads: organic sunflower balm, organic avocado oil, organic bees wax, organic calendula and Vitamin E. As such is it totally safe and natural for both mum and bub. The balm is designed to keep nipples soft and supple and to help soothe and protect dry and cracked nipples in the early stages of breast feeding. It has much the same thick consistency as paw paw ointment, and may need a few moments to settle into the skin before clothing can be worn over it, to avoid transference.

RRP: \$14.00 (60ml)

Stockist: Avado Organics 03 6225 4098