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Self care effective

A STUDY presented at this week's Royal Pharmaceutical Society of Great Britain conference in London has shown that treating minor ailments in community pharmacies rather than GP surgeries is a "very cost effective" use of health sector resources.

A study undertaken by the University of Sunderland School of Pharmacy looked at pharmacy-based minor ailment schemes, which in some areas of the UK are commissioned by local health authorities and enable patients to receive free treatment and advice from their local pharmacy.

In a pilot 'Think Pharmacy First' campaign in the North of Tyne National Health Service area, 58% of patients whose minor ailments were treated in pharmacy said they would have gone to their GP instead if the scheme hadn't existed - leading to estimations that the program saved the health service more than £7000 a month.

RPSGB spokesman Neal Patel said "Pharmacists and doctors need to work together to make sure patients get access to healthcare in the most appropriate way.

"Many of the consultations for minor ailments currently taking place in GP surgeries could easily be managed within community pharmacy," he added.

Pharmacy E-Bulletin

THIS week's edition of SA's Repatriation General Hospital Pharmacy E-Bulletin gives an overview of the use of dutasteride (Avodart), which is used to provide symptomatic relief for benign prostatic hypertrophy by decreasing urinary outflow resistance - see auspharmlist.net.au/ebulletin.php.

Renewed hope for MA MoU

YESTERDAY'S long-awaited resolution of Australia's electoral deadlock means that the pharmaceutical industry has "reasons to be optimistic" about the Medicines Australia Memorandum of Understanding, according to Datamonitor analyst Lisette Oversteegen.

The agreement sealed just before the May budget provided a stable pricing environment, with no new policies to generate price-related savings through to mid-2014 in return for concessions to help keep the PBS sustainable.

However the two week post-election impasse is also likely to push back the first set of price cuts under the MoU, which were originally scheduled for implementation from 01 Oct.

That will please the Pharmacy Guild, which urged (PD 24 Aug) that 01 Mar 2011 would be a more

sensible start date because of the uncertainty surrounding the election and the need for the appropriate legislation to pass both houses of Parliament.

The MoU hit a hiccup in August when the elections were called, just as it was scheduled to progress through the Senate.

Datamonitor's Oversteegen said that despite the delay, "a Labor government is most likely to put the MoU into practice relatively unchanged, which will provide Australia's pharmaceutical industry with the stability it so badly craves."

Postgraduate info

MONASH University's faculty of Pharmacy and Pharmaceutical Sciences will hold an information evening on various postgraduate courses on Tuesday 05 October.

Attendees will be able to find out more about the university's postgraduate programs in clinical pharmacy, pharmacy practice and wound care, with the event taking place at the Parkville campus from 6pm to 7.30pm.

More info 03 9903 9635.

Fake supplier sentence

A 61-YEAR-OLD British man has been sentenced to a suspended nine month prison term for the illegal sale and supply of erectile dysfunction medicines.

The case follows an investigation by the UK Medicines and Healthcare products Regulatory Agency, with officers seizing £53,000 worth of tablets from the man's home last year.

The haul included 7000 Kamagra tablets, 2000 Savitra tablets and Apcalis and Kamagra oral jelly sachets.

The sentencing judge said that in selling the unlicensed medicines the perpetrator had "acted purely out of greed without any regard to the danger this would involve".

Hypertension compliance hopeless

A STUDY released by the National Heart Foundation has found that almost 50% of patients being treated for hypertension are not taking medications as prescribed by their doctors.

The organisation polled more than 9000 patients, with 43.5% revealing that they weren't taking their antihypertensives.

Medication compliance for women was worse than for men, with 47% of females told by their doctor they have high blood pressure saying they don't take medication for the condition.

Heart Foundation ceo Dr Lyn Roberts said that one in every 11 Australians - or a total of 1.95 million people - are estimated to have high blood pressure.

20% of the people surveyed acknowledged that their doctor had advised them they were at high risk of having a heart attack - and even among this group a quarter did not take their blood pressure medicine.

The Heart Foundation's hypertension Adherence Toolkit can be downloaded by [clicking here](#).

WIN A MINERAL EYESHADOW



Every day this week, **Pharmacy Daily** is giving readers the chance to win a Mineral Eyeshadow from the Love Candy range courtesy of **Total Beauty Network**.

Fall in love with colour! Hearts will be broken everywhere with the release of Designer Brands Love Candy, sweet inspired

products to taunt and tantalise your desire for colour.

The Love Candy range consists of nine vibrant eyeshadows, three tempting shades of nail polish and three opaque glosses.

For a chance to win your very own Mineral Eyeshadow, simply send through the correct answer to the daily question below:

What is the main ingredient in the Lip Gloss?

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

The first correct entry received will win!

Hint: Visit: www.dbcosmetics.com.au

Congratulations to yesterday's lucky winner: **Trine Nielsen** from **Manly Vale Pharmacy**.

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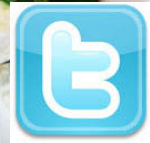


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Health, Beauty and New Products

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.



DISPENSARY CORNER

HERE'S an example of active ageing - a 67 year-old Queensland man has just pushed his lawnmower all the way from the Gold Coast to Cairns.

Claude Harvey left Surfers Paradise in July and finally arrived in Cairns yesterday, raising \$40,000 for child protection charity Bravehearts along the way.

He's covered more than 2000km, and says it took single-minded determination to avoid getting distracted along the way.

"People all the time ask me to mow their lawns," he said.

"But I'd never get where I was going if I did everyone's grass".

A CHINESE man who taught his puppy to smoke cigarettes is being criticised for getting the dog addicted to nicotine.

23-year-old Zeng Ziguang from the city of Wuchang says he's been teaching "Blackie" to smoke since buying him six months ago.

"He hated the smell of smoke to begin with," he said.

"But I trained him to get used to it by blowing smoke to him".

Zeng said gradually the dog became used to the smell "and I started putting the lit cigarette into his mouth. Each time he did that, I would reward him with food."

Unfortunately what started out as a neat party trick has developed into an expensive habit, with the puppy's new addiction meaning he gets through a pack of cigarettes a day.

The man's neighbours are also not impressed, with one telling the *Changjiang Daily* that "He is a terrible pet owner".



The puffing puppy - please don't try this at home!

Qsilica Colloidal Silica Capsules

Planet Health's Qsilica Colloidal Silica Capsules are formulated using microscopic particles of colloidal mineral silica (which plays an important role in the production of collagen). The capsules are vegetarian and help to support the growth and functioning of connective tissue, skin, hair, nails, and joint cartilage. Silica is also beneficial in the metabolism of calcium within the body, and thus the capsules also help with maintaining strong bones and teeth. Each capsule includes 131mg silicon (as Silica-colloidal anhydrous, 280mg)

RRP: \$32.95 (50 capsules)

Stockist: 1800 064 953



I Love Candy!

Spring is here, and along with it comes Designer Brands new Love Candy range. Designed to be "fresh, fun and flirty" the range includes mineral eyeshadow in six colours (Love My Lemon, Pure As Snow, Purple Craze, Sweetheart Pink, Teal Me On, Achy Breaky Orange, Apple Of My Eye, Baby Boy Blue and Crush On Coral) high gloss Lip Candy with Vitamin E in three shades (First Kiss Pink, Coral Smooch, and Purple Pash), and Nail Candy glaze polish in three colours (Blushing

Pink, Frosted Poppy and French Pink).

RRP: \$5.99 (single palate Eye Candy colour); \$6.99 (Lip Candy) and \$5.99 Nail Candy

Stockist: 1300 765 332

Rose Hip powder alternative

Natural arthritis brand Rose-Hip Vital has released a new 125g powder format of its Rose-Hip Vital capsule product, aptly titled 'Rose-Hip Vital Powder'. Designed to cater to patients who can not take capsules, the powder is based around the company's patented, Galactolipid (GOPO® - glycoside of mono and diglycerol) compound, which is isolated from Rosa Canina L (rosehip). A natural anti-inflammatory, GOPO works by "discouraging" white blood cells from accumulating in joints and thus may help alleviate inflammation and alleviate pain.

RRP: \$52.95 (125g)

Stockist: 1800 851 888



Take care of legs post-wax

Waxaway After Care Lotion contains Mango to calm and soothe red and irritated skin after waxing, as well as Witch Hazel extracts to remove wax residue and prevent the formation of ingrown hairs and pustules. The non-greasy formula is also enriched with Vitamin A for skin regeneration and Vitamin E to nourish and protect cells. The product also can be used as a daily moisturiser, or just as a post wax treatment for the few days after waxing has occurred.

RRP: \$8.95

Stockist: 1800 245 412

Smell like Antonio Banderas

Actor and Hollywood heart-throb Antonio Banderas is set to launch two new summer fragrances, 'BlueFresh Seduction For Him' and BlueFresh Seduction For Her'. Said to be inspired by "summer evenings" the fragrances are styled to be both fun and fresh. 'For Him' is a woody scent, which includes citrus and exotic fruit notes, as well as amber and musk infusions and a 'unique cocktail note of mojito'. 'For Her' is a very fruity scent created using peach, pear and gardenia notes.

RRP: \$48 (100ml)

Stockist: Trimex 02 9663 4277

