

PSA on YouTube

THE PSA has launched a video on YouTube to highlight the joys of careers in pharmacy.

The social media initiative enjoins pharmacy students to "look to the future" by being part of the PSA - see it online at youtube.com/pharmacydaily.

New AusPARs

THE TGA has published two new AusPARs covering Invida Australia's indomethacin and Pierre Fabre Medicament Australia's vinflunine dihydrate.

Mental health guide

MENTAL health resource and service provider SANE Australia is asking Australian pharmacies if they are providing good service to customers with mental illnesses.

"Customer service workers may encounter someone who seems anxious, confused or distressed because of the effects of mental illness," a SANE statement said.

"Feedback suggests staff often feel they don't know how to deal with people in these situations.

"The resulting exchange can lead to mutual misunderstanding, impatience, and distress, with the person in need missing out on important services and supports," the statement added.

To tackle the problem, SANE has released a new guide for customer service which provides practical information and advice to improve interactions with mentally ill customers.

To view the guide [CLICK HERE](#).

ChemGenex takeover bid

AUSTRALIAN pharmaceutical manufacturer ChemGenex is set to become a subsidiary of US firm Cephalon, after ChemGenex directors yesterday unanimously recommended Cephalon's 70c per share bid.

The US\$167 million deal is a 58% premium to the one month average ChemGenex share price, and if accepted by shareholders will see Cephalon take control of the 73% of ChemGenex it does not already hold.

"The addition of ChemGenex's compounds supports our commitment to building a world-class pipeline that delivers first-in-class therapies to patients suffering from serious, often life-threatening

medical conditions," said Cephalon ceo Kevin Buchi.

Cephalon products include Nuvigil, Provigil, Gabitril, Amrix, Fentora, Treanda, Trisenox and Actiq, while ChemGenex is currently developing Omapro for the treatment of chronic myeloid leukemia patients

Cephalon is currently itself the target of a hostile takeover bid from Valeant Pharmaceuticals.

FDA brain approval

THE US FDA has approved the Neurovasx cPAX Aneurysm Treatment for surgery on brain aneurysms that are difficult to manage because of their size/shape.

Rivaroxaban in Japan

BAYER Pharmaceuticals has submitted its Xarelto (rivaroxaban) for marketing approval in Japan, for the prevention of stroke in patients with atrial fibrillation.

SA health revamp

THE South Australian government has announced that as of 01 July the state will have five Local Health Networks (LHNs) to manage public hospital and community health services.

The new structure will include three metro networks: Northern, Central and Southern, plus two state-wide LHNs.

"The dissolution of the Adelaide Health Service will result in savings of around \$1.5 million and a further cut in the number of senior bureaucrats, but there will be no reduction in the number of front line staff providing health services," said SA Health Minister John Hill.

The Minister also added that people will continue to receive care as usual and for health care providers there will be "little to no change" in the way they work.

Aussie pharmacies embrace the birthday spirit



DESIGNER Brands has thanked Aussie pharmacies for their support in making the company's recent fifth birthday celebrations so successful.

The birthday party promotion kicked off last month in pharmacies with a major bang which included a host of consumer promotions, as well as DB birthday window and in-store displays, in addition to a \$2 million TV and print advertising campaign.

The first two weeks of the campaign alone saw DB clock 800 consumer entries for its \$100k prize pool.

According to a DB statement pharmacists and pharmacy assistants have also helped to "celebrate big time" by getting behind the promotion for their chance to share in a massive prize pool of over \$200k, simply for selling DB products.

"The response has been phenomenal," the company said.

"Stores across the country are proudly promoting the Fifth Birthday event with colourful and eye-catching displays and windows ...and DB is gearing up for a huge consumer response which, of course, means driving those consumers into pharmacies to buy DB!," Designer Brands added.

Pictured above, proudly getting into the Designer Brands Spirit are Fay Simons and Frances Batelos from Vincent's Day and Night Chemist in Sydney.

For more information on the promo see dbc cosmetics.com.au/5.

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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.

CORAL SEAS is offering a seven night package in Tahiti starting from \$2399pp when booked by 30 Jun.

The deal includes five nights at the luxury Sofitel Moorea la Ora Beach Resort in Tahiti, two nights at the Sofitel in Papeete and return economy airfares with Air Tahiti Nui from Sydney plus brekkie and all transfers.

Info at coralseas.com.au.

EMIRATES has launched ski season deals on its flights from Australia to Christchurch and Auckland, with fares starting from \$198 one way.

Return economy class seats from Sydney to Christchurch begin at \$358, and in Business class from \$1226.

Return airfares from Brisbane, Melbourne or Sydney to Auckland in economy class are from \$369 or Business from \$1209pp.

Flights are on sale until 24 April and are valid for travel from 01 May to 31 Aug - for more details see emirates.com/au.

SCENIC TOURS is celebrating the launch of its new 2011/12 *Canada's Christmas Wonderland* brochure with a 'Partner Fly Free' airfare deal which is applicable when booked in conjunction with a 12 or 14 day Scenic Tours itinerary, or a Connoisseur's Choice by Scenic Tours of 14 to 16 days, before 31 July.

The itineraries include Xmas day in a castle in the Rockies - see www.scenic tours.com.au.

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Herbal ingredients clarified

ALL active and excipient ingredients eligible for use in listed medicines are set to be outlined under a new Legislative Instrument currently being finalised by the Therapeutic Goods Administration.

Minutes of the most recent meeting of the Advisory Committee on Complementary Medicines detail the plan, which implements recommendations from the Herbal Safety Review Project.

Herbal ingredients that have an identified safety risk and are not

currently (or have recently) been used in listed medicines on the Australian Register of Therapeutic Goods will not be included.

Recommendations arising from herb safety reviews will also be incorporated as restrictions, and where safety concerns have been identified by the TGA, an appropriate restriction will also be included in the document.

Some ingredients currently available for use in Listed medicines with no restriction on plant parts or preparation type will also be restricted as to the appropriate part or preparation only.

Inclusion of ingredients in a medicine formulation will also now be restricted to active use only, rather than also as excipient.

The TGA's Electronic Lodgement Facility will continue to include herbal species that are no longer available for use in listed medicines, with rules allowing applicants to 'see' the ingredients and notify the TGA if they wish to include them in a new formulation.

APP presentations

THE Guild Pharmacy Academy has uploaded the presentations from this year's APP Conference onto its ePlatform website.

APP delegates will have received an email with a special link allowing them to register for access.

The Guild is also providing APP delegates with complimentary access to its 'myCPD repository' where they can record CPD events and activities.

WIN A \$200 EUKY BEAR PACK



Pharmacy Daily has teamed up with **FGB Natural Products** this week and is giving three lucky readers the chance to win a Euky Bear pack (pictured to the left), valued at \$200.

Children's coughs can be stressful—particularly at night! Luckily there's a safe, natural way to provide overnight relief, even for babies under two.

The Euky Bear Vaporiser produces a gentle flow of soothing warm steam to help open up airways and ease coughing due to colds, croup or bronchitis. Adding Euky Bear Inhalant to the water helps further soothe with a unique clearing blend of essential oils.

To find out about the all-new Euky deals this year call 1800 003 431 or visit www.fgb.com.au

For your chance to win this fantastic Euky Bear pack, email your answer to the question below by COB on Friday to: comp@pharmacydaily.com.au

In 25 words or less tell us why you would use Euky Bear Vaporiser to help soothe your child's coughs & colds

Three most creative entries will win this fantastic prize pack and their names will be announced in *Pharmacy Daily* on Monday 18th April.

DISPENSARY CORNER

POOCHES in pink.

A luxury resort and spa for pampered pets in the US is aiming to raise funds for cancer research by hosting a pink puppy prom titled 'Pooches in Pink'.

Dapper dachshunds, primed poodles and black-tie bulldogs will all gather together on 04 May for what the resort is calling a 'four legged version of a traditional prom party', and are welcome solo or with a date.

The dog-do will include music and dancing, as well as games and activities, prom photos, doggie delicacies, and an 'after party' dip in the pool.

Pups will also have the opportunity to be dyed pink or have their paw nails painted a delightful shade of fuchsia.

UNBORN baby wreaks havoc?

A British couple expecting their first child next month were shocked to receive a letter from police demanding their attendance at a parenting class to deal with issues surrounding the "anti-social" behaviour of their child.

The letter detailed an incident of bad behaviour by "their child" which occurred a few days before receipt of the letter in a local park.

"I would love to know how a 36-week-old foetus has managed to go to the park and cause trouble without me noticing," the amused mother said.

The police have since apologised for the mistake, saying the actual child involved had the same surname as the couple.

FERGUSON can keep his shakes!

A 274kg US woman, Donna Simpson has told media she hopes to be the world's fattest woman.

To achieve her weighty goal she downs 49,200 kilojoules a day, often snacking on as many as 70 pieces of sushi.

Last year she defied medical authorities by giving birth to a healthy baby girl, Jacqueline.

19 doctors and nurses were on hand for the caesarean birth.