

Pharmacy DAILY

Tuesday 19 Apr 2011

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Crossmark & Mediband

AUSTRALIAN medical ID alert manufacturer Mediband has appointed Crossmark, to manage its head office as well as run field operations in pharmacies nationwide, effective immediately. Mediband's product range includes wristbands for people with allergies, diabetes or other medical conditions.

Pandemrix and narcolepsy

PRELIMINARY results from epidemiological studies on Pandemrix and narcolepsy should be taken into account by prescribers when considering the use of Pandemrix in children and adolescents, according to the European Medicines Agency.

The interim measure recommendations also advise prescribers to perform individual benefit-risk assessment on child and teen patients before prescribing the drug.

At present an investigation into the link between the sleeping disorder and the drug is under way by the European Medicines Agency's Committee for Medicinal Products for Human Use (CHMP), with the EMA's interim measures put in place this month pending

the outcome of the review, which is expected in July 2011.

"Preliminary reports from epidemiological studies in two countries (Sweden and Finland) have indicated a 4-9-fold risk increase of narcolepsy in vaccinated as compared with unvaccinated children/adolescents, corresponding to an absolute risk increase of about three to four additional cases in 100 000 vaccinated subjects," said the CHMP.

"This risk increase has not been found in adults (older than 20 years)... Similar epidemiological studies have not yet been conducted in other countries," the CHMP added.

New RB UK chief

RECKITT Benckiser says the departure of its UK ceo Bart Becht and the appointment of Rakesh Kapoor as his replacement (PD Fri) is part of a "well planned transfer" of responsibilities.

Primary care boost

AUSTRALIA'S primary care sector is set to get a boost with the new round of \$52.5m primary care infrastructure grants opening this weekend.

The grants can be used to upgrade or expand existing premises, such as by constructing specialised practice nurse facilities, clinical training rooms, treatment rooms, rooms for patients to attend preventative health education sessions, and facilities that support extended hours of service.

There are three types of grants up for grabs including ones of up to \$150,000 each; up to \$300,000 each and up to \$500,000 each, see www.health.gov.au for full details.

Barraket's new job

PETER Barraket has been appointed as the new Director of Sales and Marketing at FIT-BioCeuticals.

Prior to his appointment Barraket led Blackmores' Sales, Marketing and Training/Advisory departments.

WIN AN AL'CHEMY PACK



This week *Pharmacy Daily* is giving four lucky readers the chance to win a pack filled with hair products (valued at \$45), courtesy of Al'chemy.

Five selected winners will take home an Al'chemy shampoo, conditioner and a styling treatment, specially chosen by Al'chemy's Technical Team to suit their hair type.

For your chance to win your very own Al'chemy hair care pack, simply be the first person to send in a correct answer to the question below:

How many shampoos and conditioners are in the Al'chemy range?

Email your answer to: comp@pharmacydaily.com.au
Hint! Visit www.purist.com
Congratulations to yesterday's lucky winner, Veronica Gousev from Allergan Australia.

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Pharmacy Catalyst

Guild Update

This week's update from the Pharmacy Guild

In the ever-challenging retail pharmacy sector, pharmacy owners and senior managers need to keep a vigilant watch on overheads to ensure their business' ongoing viability.

A crucial element of that is getting a firm grip on issues that affect rentals and leases.

To assist members in this important area, the Pharmacy Guild of Australia is once again hosting a Pharmacy Rental Symposium.

This year, the bi-annual event will cover an update on the pharmacy landscape and help delegates understand – and be better informed about – the likely impact of rent costs on their businesses.

The program includes some inside information on rent negotiations and what landlords can and cannot do.

Delegates will also be able to present their case in an Open Forum session, with key experts on hand to respond.

Please note – this is a Guild members' only event.

RSVP now by emailing pharmacyrentals@guild.org.au.

Seats will be strictly limited, so don't hesitate!

CPD Points will apply to this event.

Further information:

Date – Tuesday 24 May 2011

Time – 9.30am for tea/coffee, 10am – 4pm (lunch provided)

Venue – Novotel Melbourne on Collins, 270 Collins Street, Melbourne, Victoria

Registration Fee – \$220 pp inc GST

RSVP Date – By 05 May 2011



The Pharmacy
Guild of Australia

TV is bad for your health

A NEW study from the University of Sydney has found that the more television children watch the more health problems they may face in later years.

To draw their conclusions the scientists looked at children aged between six and seven in 34 primary schools and found that those who spent the most time watching TV had narrower arteries in the back of their eyes, increasing their chances of heart disease, high blood pressure and diabetes in later life.

"We found children with a high level of physical activity had a more beneficial microvascular profile compared to those with the

lowest levels of physical activity," said Dr Bamini Gopinath, lead author.

"This suggests unhealthy lifestyle factors may influence microcirculation early in life and increase the risk of heart disease and high blood pressure later in life," he added.

The study is published in this month's *Arteriosclerosis, Thrombosis and Vascular Biology: Journal of the American Heart Association*.

Drinking dangers

THE dangers of excessive drinking are being highlighted in South Australia this week, with the launch of a new advertising campaign.

Targeted towards those most likely to partake in risky drinking behaviour (men aged 18-39 and women aged 18-29), the campaign has the tag line 'Drink too much, it gets ugly'.

"In Australia about a third of all falls and drownings are attributable to alcohol and every year in South Australia there are around 7000 hospitalisations and 300 deaths associated with alcohol," said the Minister for Health and Substance Abuse, John Hill.

"We have no qualms about the graphic nature of these commercials, because what they show is no different to what actually happens far too often," he added.

Cancer resource

IN the lead-up to Mother's Day, cancer charity CanTeen is reminding pharmacists of its free practical resource book for teens aged between 12-24 who have a parent with cancer, titled 'Now What...? Dealing with your parent's cancer'.

"For these young people, a parent's cancer can cause great disruption to routines and relationships and can contribute to immense feelings of anxiety and isolation," a CanTeen statement said.

The book was developed in response to "extensive research" provides age-appropriate information, practical tips and advice across a whole range of areas.

To download the book visit from www.nowwhat.org.au.



DISPENSARY CORNER

IS Sensaslim too effective?

Diet slimming spray company, Sensaslim is in the news again, after a lawsuit launched against it for being too effective.

According to reports, Brazilian jockey Wanderson D'Avila is suing Sensaslim for \$12,500 lost earnings, after he used the spray and came in 0.8kgs lighter than he was allowed after winning a race on the Gold Coast.

"That day at the Gold Coast it was a hot day and I sweat a bit," D'Avila said.

"But I did not expect to have lost that much weight," he added.

OUCH!

An 80 year old pensioner, Chen Daorong, in China's Fujian Province is making headlines after his self taught flexibility regime has over the past 12 years made him more flexible than most people half his age.

Chen began his supple journey at the tender age of 68 after treatments for a chronic lumbar vertebrae disorder failed to ease his discomfort.

Chen is now able to put his legs behind his neck, sleep on one foot as a pillow and do the splits.

"Over the years, the disease disappeared," he said.

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