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PHARMACY ALLIANCE GROUP
Freedom to choose

PD Al'chemy winner

CONGRATULATIONS to Gillian Asbury of Mosman Good Health Shop who was the lucky winner of last Thursday's Al'chemy competition.

For more chances to win, see this week's *Pharmacy Daily* competition on page 2.

Ibuprofen and panadol S3

IBUPROFEN+paracetamol combination preparations currently included in Schedule 2 are set to move to Schedule 3 when in packs of up to 30 units, according to the interim decisions by delegates of the Secretary to the Department of Health and Ageing.

The TGA is inviting submissions on several decisions made at its February meeting, for which the details have been released today.

The ibuprofen-paracetamol proposal covers formulations of up to 200 mg ibuprofen and 500 mg paracetamol and follows submissions regarding the safety of both substances when co-administered.

The Schedule 3 implementation of the combination products is planned for 01 September this year.

Delegates also noted that the Schedule 3 listing would preclude the advertising of these products.

Other decisions included proposing a doubling of the maximum allowable amount of ibuprofen in liquid preparations in Schedule 2 from 4g to 8g.

The committee also considered amending the S3 entry for chloramphenicol to restrict it to ophthalmic use only for the treatment of conjunctivitis, but recommended that the current scheduling of chloramphenicol remains appropriate.

Today's Pharmacy Daily

TODAY'S *Pharmacy Daily* features three full pages of news and photos, plus a full page from Sensaslim regarding the timings of its new four minute advertorials which are currently running on commercial TV until 06 May - for details see **page four**.

NEW

Sensodyne[®] iso-active[®] foaming gel

All round protection and sensitivity relief.



For the relief of sensitive teeth. ALWAYS READ THE LABEL. Use only as directed. Consult your healthcare professional if symptoms persist. Sensodyne[®] and iso-active[®] are registered trade marks of the GlaxoSmithKline group of companies.

GSKJPP00311

Stevens becomes a Pharmaceutical Fellow



NSW pharmacist Gerard Stevens, has been elevated to the status of Fellow of the Pharmaceutical Society of Australia.

The appointment recognises the founder and md of Webstercare for his work as "an innovator who constantly strives to provide solutions to enable pharmacists to fully utilise their professional skills."

"Gerard Stevens' work has resulted in significant reductions in medication errors in nursing homes," said PSA National President Warwick Plunkett.

"His innovative approach has resulted in a system which will continue to have positive benefits for the health of many Australians," he added.

Stevens is pictured left accepting another accolade, the PSA's Life Time Achievement Award at the PAC10 Conference in late October 2010 from Her Excellency, the Governor-General of Australia, Quentin Bryce, AC.

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Pharmacy DAILY

Wednesday 27 Apr 2011

PHARMACYDAILY.COM.AU

Pharmaceutical Society of Australia

Inter professional Communication

Overcoming Psychological Barriers

Event details:

Gosford 10 April
Liverpool 01 May
Illawarra 06 June
10 Group 2 CPD credits

Register at:

www.psa.org.au

Food Addicts session

FOOD Addicts in Recovery Anonymous (FA) is holding a free information session on Tuesday 17 May, at 01 Oakes Street Westmead, NSW.

FA is a non-profit organisation which takes a twelve-step approach to combat addiction to flour, sugar and large quantities of food - (02) 8569 1709 or www.foodaddicts.org.

Pharmacists boost OTC

PHARMACISTS are key to the success of over the counter therapies, according to a new survey by the American Pharmacists Association.

The annual survey found 81% of pharmacists said consumers purchase OTC products under their advice, whilst 92% said they personally walk patients to the OTC sections of their stores to assist with product selection.

According to the survey overall OTC consultations take on average

three minutes, with the most popular products including anti-snoring devices, adult expectorants, decongestants, allergy ophthalmic drops, adult multi-symptom allergy and hay fever products and adult antihistamines.

"As the medication experts, pharmacists are trained in both prescription and over-the-counter medications and can provide patients with important information about how medications may interact with certain foods, other medicines or dietary supplements," a statement from the American Pharmacists Association said.

"Pharmacists can help patients select products that address the patient's individual needs and to navigate their way through the various products available," the statement added.

Bath salts warning

THE Seattle Board of Pharmacy has banned the sale of "bath salts" (branded Zoom, Red Dove and Ivory Wave) following a report from the State's Poison Centre which indicated an increasing rate of people consuming the salts.

According to reports the "bath salts" contain relatively new chemical stimulants (cathinones) which when consumed create similar effects to cocaine, LSD and methamphetamine.

A number of deaths have so far been attributed to the salts, which bypass regulatory laws because they are labelled 'not for human consumption'.

Infant vaccination

THE first vaccine to prevent meningococcal disease in infants and toddlers, Menactra, has been approved this month by the US FDA.

Menactra is already approved for use in people aged between two and 55, with the new approval meaning children aged as young as nine months now have access to the vaccine for the prevention of invasive meningococcal disease caused by Neisseria meningitidis serogroups A, C, Y and W-135.

Generic Femara

MYLAN has released the first generic version of Novartis' Femara (letrozole tablets) in the US.

The generic letrozole tablets are an adjuvant treatment for postmenopausal women with hormone receptor-positive early stage breast cancer.

Pharmacy E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of cardiovascular risk associated with the use of NSAIDs.

The bulletin is available for download at no charge from auspharmist.net.au/ebulletin.php.

Malaria statistics soar

MALARIA infections among UK residents have increased by almost 30% since 2008, according to figures released by the British Health Protection Agency.

The increase was most marked among people who had travelled to South Asia or West Africa, with more than 1750 new cases in 2010.

Rituxan approvals

THE US Food and Drug Administration has approved Rituxan (rituximab), in combination with glucocorticoids to treat two rare blood vessel orphan diseases: Wegener's granulomatosis and microscopic polyangiitis.

For details see www.fda.gov.

Wound Institute

THE US Wound Institute has launched an online information resource on difficult to heal and chronic wounds for patients and caregivers.

The free site can be accessed via www.TheWoundInstitute.com.

NUTRI-SYNERGY PACK UP FOR GRABS



This week **PD** is giving three lucky readers the chance to win a great Nutri-Synergy pack valued at \$44.80, courtesy of Plunkett Pharmaceuticals.

Each pack includes NS-7 Dry Skin Moisturiser, NS Soap Free Wash, NS-5 Protective Hand Cream and NS-3 Lip Balm.

For your chance to win this great skin therapy pack, simply be the first person to send in the correct answer to the daily question below to:

comp@pharmacydaily.com.au

In which country are Nutri-Synergy products made?

Hint! Visit

www.nutrisynergy.com.au

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5th Community Pharmacy Agreement

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Australian Government
Department of Health and Ageing

The Pharmacy Guild of Australia

The Pharmacy Practice Incentives are funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and the Pharmacy Guild of Australia.

Just one click away from keeping up to date with all the breaking news as it comes to hand...



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.



KEEPING it perfectly pristine.

A Chinese tea maker is going to extraordinary lengths to keep its purportedly disease-curing products "pure".

In an unusual advertisement the company called for virgins with large breasts to join its team, picking the tea leaves with their mouths.

Apparently the company is basing its hiring criteria on an ancient myth that curviness and virginity are ideal ways to promote health and well being.

The company also said that the method of picking stemmed from a local legend whereby fairies picked tea with their mouths.

The tea pickers get a daily wage of \$75 and must complete several cleansing routines a day, in addition to exercising regularly.

From their mouths, the leaves are dropped into fresh willow baskets without the pickers touching them with their hands.

SCIENTISTS at Adelaide University have taken the rather unusual step of analysing sewage samples from 15 treatment plants across South Australia to check for illegal drug use.

The brave scientists wanted to see whether testing sewage would give them an idea of how many drugs were being taken and in what quantities they were used.

The study was based on another similar European experiment, and tested the waste for ecstasy, methamphetamines and cocaine.

During the course of the study the scientists discovered that South Australians take 10 times more ecstasy than Europeans, but less cocaine.

"Because it is something that can be analysed fairly quickly it means that if you have, say, a public health intervention, you would be able to actually monitor whether it was doing any good or not in a whole population," said lead researcher Professor Rodney Irvine.



Hollywood soothes sore spots

Hollywood Feet's Secret Sore Soothing Spots are discreet soft gel patches which can be stuck onto any specific place within a shoe which causes rubbing or soreness to provide relief and protect feet. In terms of design, the cushions are made from ultra slim clear gel, so they can fit into even the tightest shoe. The spots are easy to apply, stay firmly in place for long lasting wear and can be re-used. As an added bonus the spots are lavender scented to dually soothe aches and pains whilst also aiding with foot odour.

RRP: \$5.95 (pack of six mini cushions)

Stockist: 1800 268 803

Create beautifully groomed eyebrows

Waxaway's Precision Wax Wand is the latest weapon in the front line against unruly brows and facial hair. The wand's precision tip applicator looks a bit like a pen and draws on a smooth line of wax to the area required, for a precise no-mess result. The wax itself is a professional salon strength formula created for delicate facial hair removal, and contains trace amounts of mica to soothe redness and leave a subtle shimmer. To use the wax wax-ees simply need to twist the Wand's control dial and apply it where necessary. Each wand comes with a 10 pack of waxaway superbond strips, as well as two sachets of Waxaway After Waxing Oil. In addition, for a limited time only the Wand will come with a pink or purple Waxaway slanted tweezer, complete with brow comb (valued at \$19.95)

RRP: \$12.50

Stockist: 1800 245 412



Keep sensitive skin in tip-top condition this winter

Trilogy's Very Gentle Moisturising Cream helps to protect and repair the compromised barrier of sensitive skin. Key ingredients in the formulation include calendula (anti-inflammatory, antibacterial, antiseptic and astringent properties), chamomile (soothing anti irritant), marshmallow, evening primrose (omega 6, linolenic acid and gamma-linolenic acid rich) and olive (antioxidant) and avocado oils (rich in Vitamins A, C and E and essential fatty acids). Also included in the formulation is a plant derived hyaluronic acid (increases hydration and lubrication and aids cellular function) and green tea (antioxidant) to fight the signs of ageing. The texture of the cream is very light, the product absorbs easily into the skin without leaving it greasy or weighted down. Overall the cream is great for protecting and nourishing sensitive skin types in the cooler, windier months.

RRP: \$37.95 (150ml)

Stockist: 03 5333 1336

Balance out digestion with Blackmores

Blackmores Digestive Bio Balance is packed with the healthy bacteria *Lactobacillus reuteri* (Protectis) to support healthy gut functioning. The tablets are chewable and feature a berry-flavour. As an added bonus the product does not require any refrigeration.

RRP: \$12.95 (10 tablets), \$29.95 (30 tablets)

Stockist: 1800 803 760



Keep sensitive skin in tip-top condition this winter

Billy Goat Soap's range of body bars are formulated using the brand's own herd of goats' milk. The goat milk is then blended with a selection of oils including olive, sweet almond, castor, grapeseed and (sustainable) palm. Free from colours and added fragrances the range is suitable for people with sensitive skin, eczema and psoriasis.

RRP: \$8.95 - \$9.50

Stockist: 02 4389 3455

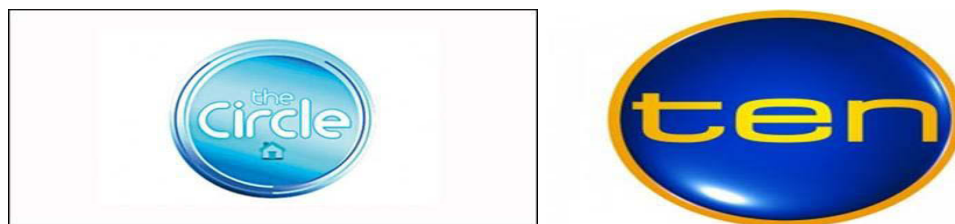


Sensaslim is now on TV!

I am pleased to announce that our 4 minute advertorials commenced on Monday 11th April, They are confirmed to run a total of 27 times between Monday 11th April and the 6th May. You will see that the first commercial was seen on Channel 9 on Mornings with Kerri-Anne at 9:48 am and the other commercial will run at various times over the coming weeks. We are now a major sponsor on Sky Racing and Off The Rails launched on 19 April



9 Metro - Mornings with Kerrie Ann



10 Metro - The Circle



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To Place orders go to www.sensaslim.com.au Peter_ralph@sensaslim.com.au

Or Contact Peter Ralph Taylors Lakes Area Manager 0425722589