

Generic pricing
getting you down?

Click here for
immediate relief.



PHARMACY ALLIANCE
Freedom to choose

NPS on COPD drugs

NPS has reviewed the newly listed indacaterol (brand name Onbrez) for people with chronic obstructive pulmonary disease (COPD).

Indacaterol is a once-daily long acting bronchodilator used to treat the symptoms of COPD, using an inhaler device called a Breezhaler.

The drug helps reduce shortness of breath and coughing, but is not suitable to treat people with asthma or mixed airways disease.

The review is one of three in-depth looks at newly listed medicines, including asenapine for bipolar I disorder and schizophrenia in NPS' latest *Medicines Update*.

NPS has recommended that anyone who is about to start indacaterol or asenapine read the reviews, and then have a discussion with their GP or pharmacist.

To read the reviews visit - www.nps.org.au/medicineupdate.

New simvastatin precaution

THE Therapeutic Goods Administration is warning health professionals about a series of new contraindications and precautions for the use of simvastatin.

Simvastatin is used to control elevated cholesterol or hypercholesterolemia after diet, exercise and weight loss efforts have failed, but has recently been found in high doses, and in those taking certain other medicines, to increase the risk of myopathy (muscle weakness) and, more rarely, rhabdomyolysis (the

breakdown of muscle fibres resulting in the release of muscle fibre contents into the bloodstream).

As a result, the TGA is advising health professionals to limit the prescribing of high dose simvastatin to 80mg/day.

In addition, concomitant administration of simvastatin with the following medicines is now contraindicated: gemfibrozil, cyclosporine and danazol, as well as potent CYP3A4 inhibitors, including: itraconazole, ketoconazole, posaconazole, HIV protease inhibitors, erythromycin, clarithromycin, telithromycin and nefazodone.

The TGA has also set in place precautions (such as lower recommended simvastatin doses) for patients taking: moderate inhibitors of CYP3A4; amiodarone; the calcium channel blockers: verapamil, diltiazem and amlodipine; fibrates other than gemfibrozil; niacin (greater than 1g/day) and colchicine.

Wettasinghe leaves API

CHIS Wettasinghe, General Manager for Merchandise & National Buying at API Pharmacy has announced he will be leaving API on 17 February 2012 after 31 years with the company.

Chris has said he will be spending the future years in developing personal and professional interests in Australia and overseas.

TAKE ADVANTAGE OF AWARD WINNING HAIR CARE RANGE DAVID BABAI'S 20% OFF SALE



Award
WINNING
Haircare
Brand

To celebrate the launch of the latest addition to the David Babai family, Miracle Oil - Hair Elixir, we have decided to give something back to our fantastic retailers who have helped support the brand and make it the AWARD winning range it is.

OFFER: SIMPLY ORDER OVER 6 UNITS OF ANY DAVID BABAI PRODUCT - EXCLUDING MIRACLE OIL AND RECEIVE A **20% DISCOUNT**.

To take advantage of this VALUE packed offer simply call 1300 853 833 or email: wholesale@igeealife.com



DAVID BABAI
FOR
WILDAID

IT'S BEAUTIFUL TO BE GOOD.
www.db4wildaid.com.au

NO SULPHATES. NO PARABENS.
NO PETROCHEMICALS.
2009 USA InStyle Best Green Haircare Brand
Australian Beauty Awards 2009, Judges Choice.

WIN A PROTEC ANTI-AGING CREAM

Every day this week, **Pharmacy Daily** is giving three lucky readers the chance to win a **Protec Anti-Aging CoQ10 + E** cream.

Protec Anti-Aging CoQ10 + E cream is clinically proven to reduce fine lines and increase collagen synthesis to firm skin and improve suppleness.



The natural ingredients of Protec Triple Strength Natural CoQ10 cream help to:

- ◆ Provide protection against UV oxidation and skin damage
- ◆ Increase collagen synthesis
- ◆ Soothe, soften and protect the skin
- ◆ Expression wrinkles are minimised within weeks
- ◆ Neutralises harmful free radicals, which are one of the causes of aging
- ◆ Moisturises and nourishes the skin, maintaining and improving skin suppleness

To win, simply be one of the first 3 people to send in the correct answer to the question below to comp@pharmacydaily.com.au.

After 6 months of use, Protec Anti-Aging CoQ10 + E can reduce crow's feet by how much?

Hint! Visit www.keysun.com.au

Congratulations to yesterdays lucky winners, **Kathy Shaw** from **Charles Sturt University**, **Rebekah Wallace** of **Chemplus** and **Elizabeth Treble** from **Plunkett Pharmaceuticals**.

New Qld GP helpline

A **NEW** afterhours GP helpline is launching in Qld in March 2012 (13HEALTH), which will provide afterhours medical advice.

TGA's new AusPARs

THE TGA has published three new Australian Public Assessment Reports for prescription medicines (AusPARs).

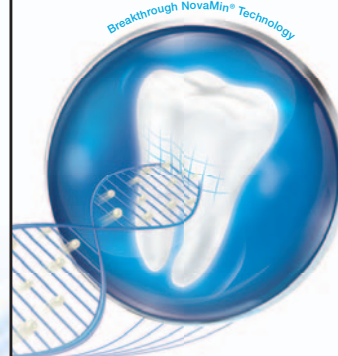
The AusPARs cover Janssen-Cilag's induction therapy prior to high dose chemotherapy, Velcade (bortezomib); and Amgen Australia's osteoporosis therapy Prolia (denosumab); as well as Novartis' Lucentis (ranibizumab) for the treatment of neovascular (wet) age-related macular degeneration and visual impairment due to diabetic macular oedema.

See - www.tga.gov.au.

new

TOOTHPASTE THAT HELPS
REPAIR
SENSITIVE TEETH*

*When used twice daily as directed on pack



For the relief of sensitive teeth. ALWAYS READ THE LABEL. Use only as directed. Consult your healthcare professional if symptoms persist. Sensodyne®, NovaMin® and the rings device are registered trademarks of the GlaxoSmithKline group of companies.

GSKJPDPR0911

PHARMACY BOOKKEEPING

Let us make life simple for you:

- over 11 years experience with **Pharmacies**
- **personal service** tailored to your business
- outsource your accounts - reclaim office space - **no more paperwork**
- access account information **on demand**

www.bookmarx.com.au - ph. 0413 197 321

CUT COSTS, SAVE TIME



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.

Wrinkles- what are they?

Skin Physics' world first **Instant FX** is a wonder wand, designed to visibly reverse the signs of aging. Instant FX is the first product to make use of hyadisine, a hydrating ingredient which mimics the action of sea mussels which are able to survive harsh climates, UV exposure, nutrient depletion and dryness through the use of a glucuronic acid which they secrete. As such, hyadisine increases the skin's ability to absorb and retain moisture, and provides hydration for up to eight hours longer than its nearest competitor, hyaluronic acid. Other key ingredients in the formula include Grant X, Pepha Tight, purslane, eyeseryl and ginseng, which together work with hyadisine to hydrate skin and improve dark circles, skin elasticity, saggy eyelids, skin firmness and collagen production. The product itself is a cream, which is distributed to the skin via multiple roller balls which using micro-massage vibration to stimulate the area's blood flow and lymphatic drainage.

RRP: \$67

Stockist: www.skinphysics.net

Website: www.instantfx.com.au



DISPENSARY CORNER

CALORIES for the heart.

A heartbroken diamond mogul spent \$33,500 on a desert to make him smile.

The world's most expensive dessert consisted of chocolate pudding, edible gold, champagne, caviar and a two-carat diamond on top.

Not a chocolate lover himself, the man took the dessert to a Ball and shared it with the guests.

The dessert was completely devoured in just 15 minutes.

MONA surrounded by danger?

Leonardo da Vinci's Mona Lisa may have needed serious medical attention after she was painted surrounded by dangerous animals, according to one US artist, Ron Piccirillo.

Piccirillo has hit the world stage with claims that he has cracked the mystery of Mona's smile, saying the painting is about envy.

The artist made the discovery after using "an old trick" of turning the painting on its side, which supposedly revealed the heads of a lion, ape and buffalo hovering around Mona.

Piccirillo also found a crocodile or snake coming out from her body, on the left hand side.

"I spent the next two months poring over da Vinci's journals and came across the passage on envy which for me sums up what this is about," Piccirillo said.

The passage which Piccirillo refers to says that when trying to paint envy one must "give her a leopard's skin, because this creature kills the lion out of envy and by deceit", which Piccirillo says refers to the lion head supposedly in the painting.

Piccirillo also said that the shading around her nose and eyes, which looks like a palm tree also confirms his envy hypothesis, with da Vinci having also added that envy should look "Wounded in the eye by a palm branch and by an olive-branch, and wounded in the ear by laurel and myrtle, to signify that victory and truth are odious to her".

Busy bees can have naturally clean skin too

A busy lifestyle can sometimes mean skin routines fall by the wayside, but not anymore with the release of **Burt's Bees Facial Cleansing Towelettes**. The towelettes are perfect for cleaning skin on the run, for post workout cleanses or for freshening up during travel. The divine smelling 99.1% natural the towelettes are soaked in a solution of white tea extract, cucumber extract and aloe to remove dirt, oil and makeup without rinsing, whilst the towels themselves are made from non-woven tree fibres sourced from a well managed forest. The towels come in re-sealable soft packs of 30, perfect for handbags.

RRP: \$9.95 (Available from February 2012)

Stockist: 1300 855 478

Website: www.burtsbees.com.au

Bring back beautiful hair

David Babaii's Miracle Oil Hair Elixir brings tired, tattered hair back to beautiful bouncing health. Suitable for all hair types, the oil acts as a wet conditioning treatment and a dry finishing product which leaves hair nourished, shiny and protected without any build up. Using natural ingredients including Immortelle essential oil, pequi fruit, Acai, Brazilian nut oil, sweet almond oil and argan oil, the formula works to strengthen protein bonding structures in hair, enhance elasticity, increase the life of colour, fight damage, seal cuticles and hydrate hair. Described as a one-stop-shop, the product also improves hair volume due to its 100% absorbing weightless formula. As an added extra, the product is silicone free and does not contain any toxins sulphates, parabens or petrochemicals.

RRP: \$29.95

Stockist: 1300 387 204

Website: www.db4wildaid.com.au



Three-in-one immunity

BIOCeuticals Lactoferrin plus SB is a three in one combination product for immunity. Delivered in tablet form, the product is made using lactoferrin (bovine), to support and boost immune function; saccharomyces cerevisiae boulardii (SB) for healthy intestinal microflora balance and Vitamin A to assist in immune function and nourishing gut lining. The tablets are great for everyday use, and may be of particular benefit to people travelling overseas.

RRP: \$29.95 (30 capsules), \$54.95 (60 capsules)

Stockist: 1300 650 455

Website: www.bioceuticals.com.au

