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PHARMACY ALLIANCE
Freedom to choose

Merck R&D in Asia

MERCK & Co has announced it will set up a new research & development headquarters for Asia in Beijing.

Scheduled for completion in 2014, the centre is part of the drug giant's 1.5b investment in China over the next five years.

Gen Y risky drug behaviour

GENERATION Y Australians are more likely to take risks with medications, including sharing drugs, buying treatments online and using the internet to self diagnose illnesses.

The findings are part of new data released by the Australian Medicines Industry which revealed that young Australians aged 18-27 are twice as likely to share medicines as the rest of the population, whilst one third use medications not recommended for them, compared to one in six in the general population.

"The number of young Australians prepared to use medicines not prescribed for them is a worry," said Australian Medicines Industry spokesperson Dr Brendan Shaw.

"Medicines can affect different people in different ways so people should only be taking medicines as recommended to them by their healthcare professional," he added.

The study was designed to reflect real population statistics and as such, involved 1,002 participants, 164 who were aged 18-27, and the remaining 838 aged over 28 years.

Results of the survey indicated that over 50% of Gen Y participants seek medical guidance on illnesses from the internet rather than from a healthcare professional.

The main reason given by 45% the self diagnosing Gen Y participants, was a lack of time.

The internet was also found to be an important source for obtaining medications, with 21% of Gen Y

respondents admitting to purchasing medicines from online overseas suppliers, compared to just 6% of those aged over 28.

"Buying medicines from overseas using the internet is dangerous," said Shaw.

"They may appear the same as the ones available in Australia, but these medicines don't necessarily go through the strict safety and effectiveness evaluation and controls that are required in Australia," he added.

In light of the overall survey results, Shaw strongly recommended that health professionals be vigilant in educating young Australians about the quality use of medications.

"I think the survey shows that all of us in the broader healthcare community, whether it's doctors, pharmacists or The Australian Medicines Industry, need to continue working hard to ensure we educate younger Australians about using medicines wisely," he said.

New Chair for APLF

GRANT Kardachi, National President of the Pharmaceutical Society of Australia has been elected as the Chair of the Australian Pharmacy Liaison Forum (APLF) for 2012.

"Mr Kardachi is a community pharmacist of long standing with a good grasp of the politics and current issues facing the profession and who will give strong leadership to the Forum over the next 12 months," a statement from the Forum said.

The APLF is an independent coalition of representatives from ten peak national pharmacy organisations including the PSA; Guild; SHPA; Australian College of Pharmacy; Australian Pharmacy Council; Australian Association of Consultant Pharmacy; Council of Pharmacy Schools: Australia and New Zealand; National Australian Pharmacy Students' Association; Pharmaceutical Defence Limited; and Pharmacist Division of APESMA.

Kardachi will replace outgoing 2011 Chair, Professor Nick Shaw.

All I want for Christmas is a new outfit!

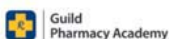


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Guild Pharmacy Academy NSW Convention 2012

CPD BY THE SEA

Friday 24 - Sunday 26 February 2012 | Novotel - Manly Pacific

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ONLINE REGISTRATIONS ARE NOW OPEN!**

www.guildpharmacyacademy-nswconvention.org.au

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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:

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- ◆ Soothe, soften and protect the skin
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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.

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within weeks**

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Congratulations to yesterday's lucky winners, **Noelene Morris** of **Marlin Coast Amcal Pharmacy**, **Julie Sage** of **Plunketts Chemmart Pharmacy** and **Adrian Sung** from **Pharmacy Online Discount Outlet**.



Hairy misrepresentation

THE ACCC has taken the Australian distributor of Organix Ever Straight Brazilian Keratin Therapy products, Lenan Corporation, to task for false product representations.

Organix Ever Straight Brazilian Keratin Therapy products hit Aussie pharmacy shelves in March with claims that the products were 'formaldehyde free', 'certified formaldehyde free', 'sulfate free' and 'sodium free' appearing on product packaging, advertising, in-store promo materials and on the Lenan and Organix websites.

Subsequent testing however picked up varying levels of formaldehyde, sulphate and sodium in the products.

As a result of ACCC action, Lenan has agreed that it will: not make false or misleading representations of its products; ensure all product labelling, and marketing materials comply with the *Competition and Consumer Act 2010* and the Australian Consumer Law; publish corrective notices on its websites; establish a refund and product exchange program for affected consumers; and implement a trade practices compliance program.

Events Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

22 Jan: Brisbane Senior First Aid and CPR Course; PSA Qld Branch Office, Dutton Park, Brisbane; email - educationqld@psa.org.au.

02 Feb: Anaphylaxis Training for Pharmacists, Charles Darwin University, email - sa.branch@psa.org.au.

24-26 Feb: Guild Pharmacy Academy, NSW Convention; Novotel Manly Pacific- for info call Rob 02 9467 7100.

New hope for Alzheimer's

RESEARCHERS at the University of Sydney have begun collaborating with the US pharmaceutical industry to develop a vaccine for humans, following the creation of a drug which slows the progression of Alzheimer's disease and other types of dementia in mice.

Developed by researchers at Sydney Uni's Brain and Mind Research Institute, the vaccine

targets a protein known as tau, and was found to prevent the ongoing formation of neurofibrillary tangles in the brain of mice affected by Alzheimer's disease.

The exciting research, published in *PLoS ONE*, is the first to show that a vaccine targeting the tau protein can be effective once the disease has already set in.

"The vaccine appears to have a preventative effect: slowing the development of further tangles, rather than clearing existing ones, but the exact mechanism involved is not yet understood," said lead author on the study, Associate Professor Lars Ittner.

"Most of the other vaccines targeting tau were tested only before or around the onset of the disease in animal models, but the vast majority of people with Alzheimer's disease are only diagnosed after the symptoms have appeared.

"Although we have a long way to go before the vaccine might be available for human use, these early results are very promising and a great reward for the countless hours spent in the lab by me and my team!," Ittner added.

CPD by sea in 2012

NEXT year the Pharmacy Guild Academy NSW Convention will be held at the Novotel Manly Pacific for the second consecutive year.

The Convention will take place from Friday 24 - Sunday 26 February.

According to organisers, the focus of next year's event will be to provide the attending pharmacy industry delegates an opportunity to participate in "an interesting Continuing Professional Development program, whilst having the opportunity to view some of the latest products and services available in the boutique trade show".

Two social networking activities have also been scheduled into the program.

Registrations are now open, **CLICK HERE** for details.

Pharmacy fights decay

MORE than 50% of all six year olds are affected by decay of their deciduous (baby) teeth, according to a new report by the Australian Institute of Health and Welfare.

Titled *The Child Dental Health Surveys Australia 2005 and 2006*, the report took into account information on the oral health of Australian children attending a school dental service between 2005 and 2006 (193,457 children aged from 4 to 15 in all states and territories except NSW and Vic).

Key findings in the report showed that the average six year old Australian has two teeth affected by decay, whilst the 10% of children with the worst dental health have eight or more decaying teeth.

The lowest numbers for baby teeth decay were found in WA and the ACT, whilst Qld and the NT had the highest.

Speaking in the wake of the survey, Oral B spokesperson and practicing dentist Dr Stella Karakasi said "One of the biggest dental myths I see is that deciduous teeth are not important as you will eventually lose them and therefore some parents don't think taking their young children to the dentist is necessary".

"Baby teeth are very important as they hold the space open for when the permanent teeth erupt.

"If they decay they can cause discomfort, and if left untreated, painful dental infections," she added.

Interestingly the report also found that the average 12 year old has at least one tooth affected by decay.

DISPENSARY CORNER

CHRISTMAS on steroids.

In what seems to be an amplification of the Christmas spirit 250 Santa's hit the slopes in the US state of Maine to raise money for needy children.

The event had a strict dress code of "one red Santa hat including a white pompom, one red Santa jacket, one pair of red Santa pants, and a Santa beard."



Rudolph not required to pull these Santas

IT does not pay to pry.

An American pharmacist has been fined US\$15,000 after accessing her rival's medical records and posting details contained within on Facebook.

The strange incident occurred as part of an ongoing love dispute, involving the pharmacist, Matianne Songgadan, and several women who were arguing about "the romantic activities and interests of a man".

The in-fighting came to a head when one of the women complained after Songgadan posted several "disparaging comments" about her on Facebook.

Not content to be silenced online, Songgadan took the argument to low levels, accessing the woman's medical records and posting information about the prescription medications she was taking on Facebook.

The woman then took her complaint to an American Privacy Commissioner, whose subsequent investigation revealed that Songgadan had not only accessed the woman-in-question's records, but also the records of eight others who had taken the latter's side in the ongoing love tug of war.