



HIV test on humans

GEOVAX, a US based pharmaceutical company has announced that the first patient has been inoculated in the Phase 1/2 clinical trial for the company's HIV/AIDS therapeutic vaccine.

This is the first study using GeoVax Labs' vaccines for the treatment of persons who are HIV infected.

Availability of Perfalgan

Actavis Australia has announced that it will commence taking orders next week for the generic version of Perfalgan (paracetamol 1000mg/100mL injection solution vial) which is available in 10-packs, with a view to supply in 2012.

For more info see www.actavis.com.

MEANWHILE the international generic pharmaceuticals company, Activis Group, has acquired 100% of the shares in pharmaceutical packaging company, PharmaPack International B.V.

NZ rheumatic boost

THE New Zealand Government has doubled funding for rheumatic fever to \$24m over four years.

Welcoming the move Pharmacy Guild of New Zealand Chief Executive, Annabel Young, said "rheumatic fever is a developing world problem and we should all be embarrassed that it is a problem in this country".

Rheumatic fever is caused by a reaction to the throat infection streptococcus, and around 70% of children who get the fever will have some heart damage that can lead to rheumatic heart disease.

Almost all instances of the disease are preventable, with proper treatment of a sore throat reducing the risk by about 80%.

"We should be fighting this problem on every front and community pharmacy offers one route to identify affected patients and get them to treatment," she said.

"Pharmacists are the health professional that people see most often, they are accessible and perfectly placed to engage communities with rheumatic fever advice and early detection through throat swabbing," she added.

Pharmacists underutilised

PHARMACISTS have been snubbed by the Australian National Preventative Health Agency (ANPHA), according to Terry White Chemists founder Rhonda White.

Speaking at the Australian Self Medication Industry (ASMI) Annual Conference, White said that despite being set up on 01 January this year to lead the fight against preventable diseases by targeting key indicators including obesity along with alcohol, tobacco and other substance abuse, ANPHA has not yet embraced pharmacists as a valuable resource.

"The accessibility, sheer convenience and timeliness see pharmacists and the self care community strategically placed to assist with prevention and management of so many conditions which the Agency considers priority areas," she said.

Despite this set back however White urged pharmacists to continue to contribute to improved health literacy in the community

and to make a positive impact on the cost of health for the nation.

"More focus on promoting good health, interventions that help Australians to make well-informed decisions about health and the prevention of chronic disease, as well as consumer support programs to translate and interpret information into good personal health decisions are becoming more a part of the daily tasks community pharmacies and pharmacists undertake," White said.

"We know Australians are comfortable with receiving advice from pharmacists – a Nielsen survey recently reported 71 percent of those polled were willing to use a pharmacist as the first point of contact for their health concerns.

"It's time that the ANPHA caught up with the greater population and tapped into the role pharmacists can play in preventative health," she added.

Blueprint issues

COMPLEMENTARY medicines company Floridis has taken issue with the TGA's new Blueprint (PD 12 Dec) saying it lets unproven complementary medicines and "fly-by-night promoters of these products" off the hook.

"The reforms announced by the Therapeutic Goods Administration to complementary medicines do not go far enough, and continue to allow unproven products to gain equal footing with those that have undergone rigorous clinical trials," said Floridis Managing Director, Craig Weller.

"A very small number of companies who are undertaking clinical trials for their products and who demonstrate their efficacy to patients derive no benefit from this investment.

"Their products are lumped in with a multitude of unproven, complementary medicines and treatments," he added.

Weller added that Blueprint let consumers down because as more people are embracing natural medicines, they have no way of knowing which products have been properly assessed by the TGA.

"It is time that we adopted a system of labelling that would help consumers to identify those products that the TGA has assessed as holding evidence for their efficacy," he said.

NSW Guild Clinical 2012

GUILD Clinical has announced course dates for Apply First Aid (20 CPD Group 2) in NSW in 2012.

The REVIVA First Aid Training provides industry specific, highly interactive training perfect for pharmacists, graduates and pharmacy assistants.

First Aid Training dates are as follows: 4 March, St Leonards; 27 April, Hornsby; 27 May, Armidale; 24 June, Campbelltown; 1 July, St Leonards; 22 July, Queanbeyan; 29 July, Ryde; 26 August, Port Macquarie; 9 September, Penrith; 23 September, Lismore; 26 September, St Leonards; 14 October, Gosford; 11 November, Bathurst and 2 December in Wollongong.

For info call 02 94677132.

ESSENTIALLY INNOXA GIFT GIVING

This week **Pharmacy Daily** is giving five lucky readers the chance to win 2 body packs, valued at \$44.80, courtesy of **Innox**.

Essentially Innox provides 3 mini collections of essential home pamper products for every occasion. Enrich is a luxurious range with scents of Cocoa & Shea Butter. Restore is a calm soothing range with scents of Bora Bora & Sweet Almond Oil. Exhilarate is a revitalising range with scents of Moroccan tangerine, melon & bamboo.



The prize Includes:

- **Nourish pack:** including Exhilarate mini hand cream 50ml, Restore mini hand cream 50ml, Enrich hand mini hand cream 50ml & Wooden nail brush. All packaged in a complimentary cylinder.
- **Enrich & Nourish pack:** including Enrich Shower Crème 350ml, Enrich Hand Cream 150ml & Shower Cap. All packaged in a reusable mesh bag.

To win, simply be the first person to send the correct answer to the daily

question below to: comp@pharmacydaily.com.au.

Name the 2 scents of the Enrich range

Hint! Visit www.innox.com.au.

Congratulations to **Julie Bendall** from **Chemplus**, who is yesterday's lucky winner.

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Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

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Naturally conditioned lips

The brains behind **Burt's Bees** have crafted a fantastic 100% natural **Ultra Conditioning Lip Balm**. Skin friendly, hypoallergenic and with no added flavours or fragrances, the lip balm glides on via stick application and provides clinically proven moisturisation for four hours. The star ingredient in the balm is Kokum butter, which is rich in fatty acids to help aid cell oxygenation and ensure nutrients are more readily available for use by skin tissues. Kokum butter also contains soothing and restorative Vitamin E to promote healthy nourished lips. Other key ingredients include moisturising shea and cocoa butters and the light, non greasy marula oil which is high in protective antioxidants. Overall the balm provides long lasting silky smooth moisturisation, without ever being heavy or clumpy.

RRP: \$6.95 (Available from February 2012)

Stockist: 1300 855 478

Website: www.burtsbees.com.au

Rehydrate like an elite athlete

The newest rehydration product on the market, **Hydralyte Sports**, is suitable for both elite athletes and those who enjoy recreational sports. Created by **Hydration Pharmaceuticals**, the product has been specifically developed to assist with the rehydration process by rapidly replacing fluid and minerals to maintain hydration status and in turn, prevent compromise to sports performance. Common signs of exercise related dehydration include dry mouth, increased thirst, decreased urine output, muscle cramping and lethargy. Key electrolytes found in the formula include sodium, potassium and chloride. Other ingredients include calcium, magnesium, iron, zinc, manganese and copper. Hydralyte also contains only 2% glucose, which is much lower than other standard sports drinks (high sugar concentrations impair the rate of fluid replacement).

RRP: \$19.95 (5 pack), \$39.95 (12 pack)

Stockist: 03 8629 2929

Website: www.hydralysports.com



Treat coldsores naturally

LomaLips cream fights the coldsore virus and reduces coldsore symptoms using Melissa officinalis (Lemon Balm). Promising results in two days of use, the cream can be used at any stage of the coldsore and reduces redness and swelling. The cream is clinically trialled in Germany and has had seven published studies conducted into its effectiveness. The cream is non-greasy, easily absorbed and has no known interactions. In addition the cream can be used as a lip balm to reduce the occurrence of further outbreaks.

RRP: \$14.95

Stockist: 1800 790 978

Website: www.biorevive.com

Effortless hair removal

Braun is celebrating summer with the unveiling of its new **Braun Silk-épil**, the world's first Dual Epilator. The hair removal device is the result of a partnership between Braun and Gillette Venus, and combines Braun's advanced close-grip technology, a system that removes hairs as small as 0.5mm from the root to give smooth skin that lasts longer, with a Gillette Venus blade which exfoliates skin and removes stubborn hairs. According to Braun, just one stroke with the Braun Silk-épil removes 96% of hair.

RRP: \$229

Stockist: 1800 148 022

Website: www.braun.com



DISPENSARY CORNER

AGE cannot keep Santa away.

A 67 year old man from the British town of Bridgnorth is vying for the crown of the nation's longest serving Santa.

Ray Hulse has played Santa since he was just 18 years old, creating his first Santa grotto out of a Ford garage.

"Then I did one in a scout hut and it just grew from there," he said.

"At first, I had to borrow a costume, but it soon took off and became so popular that I had my own costume made.

"But it's got better and better since then.

"I'd raise money for the Church of England's waifs and strays, then I started to do it for other charities," he added.

Over his 49 years as the jolly fat man Hulse estimates he has raised around \$78,000 for charity.

Hulse also allayed fears that he may be putting the sack down, saying that as long as his reindeer kept fighting fit he would continue to take to the skies on Christmas Eve.

WATCH where you light candles.

Pharmacy staff at Abbey Pharmacy in Wimbledon caused an explosion which ripped off the front of their shop after trying to rid the space of the smell of a dead rat.

According to reports the staff smelled the dead rat decaying behind one of the shop's shelving units, and because they couldn't get it out from where it was lodged, decided the best course of action was to cover up the smell.

The staff lit a scented candle, but decided that its gentle scent wasn't enough to so the trick, so sprayed the area with an air spray freshener in an aerosol can.

Unfortunately the flame and the freshener did not mix well and created an explosion.

Fortunately no one was seriously injured in the incident, with one staffer suffering minor burns on their hands.