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EU roadmap to 2015

THE European Medicines Agency has published the details of its Roadmap to 2015, which includes three priority areas for future actions.

The first focus area is to address public-health needs by stimulating drug development and facilitating new approaches to drug development.

The second focus area is facilitating access to medicines by addressing the high attrition rate during the medicines-development process; whilst the third area hones in on optimising the safe and rational use of medicines.

For more information visit-
www.ema.europa.eu.

WIN A JULIENNE PACK



Every day this week, **PD** is giving away hair removal packs, courtesy of **Julienne**.



Each pack contains Julienne Ultra Creme Bleach and the Julienne Soft Feel Wax Strips.

For a chance to win your very own Julienne pack, simply send in the correct answer to the daily question below to:
comp@pharmacydaily.com.au.

Name 2 benefits of Azulene oil

First correct entry received wins
Hint! Visit www.julienne.com.au
Congratulations to yesterday's lucky winner, **Trine Nielsen** from **Manly Vale Pharmacy, NSW**.

Australians and medicine

MOST Australians will seek out a pharmacist when looking for accurate information about medicines, according to a recent NPS survey.

The survey did however reveal a tendency for Australian consumers to forgo asking questions about their medicines, with 60% of respondents telling the NPS that they did not ask any questions of their doctor or pharmacist the last time they received or purchased a drug.

In addition, 48% of respondents revealed that they did not tell their doctor or pharmacist about other medicines they were taking.

According to the NPS, the results (based on the survey responses of 1500 Australian consumers), highlight the need for Australians to start asking more questions about their medicines.

"Because medicines generally improve our health, often people take them with little consideration," said NPS clinical adviser, Dr Danielle Stowasser.

"But just as medicines have benefits, they also come with risks.

"These risks are heightened when people don't understand what a medicine is, what they're taking it for and how it could affect them," she added.

Interestingly, 92% of survey participants did agree that they were aware that they faced risks when taking any prescription, OTC and alternative/herbal drug.

This admission was somewhat parried by apparent confusion over what constitutes a medicine.

Less than half of participants considered certain vitamins and herbal supplements as medicines,

with only 32% seeing fish oil as a medicine, 24% seeing echinacea as a drug and only 23% viewing multivitamins as a medicine, despite the fact that each of the above may interact with prescription medicines.

Moreover, 23% of respondents also said that they did not consider OTC hayfever nasal spray as a drug, whilst 22% reported that they were unaware that cough syrup was a medicine.

"Just because something is sold without a prescription doesn't necessarily mean it doesn't have strong effects, which is why it's important that Australians start to think of medicines in a much broader sense," said Dr Stowasser.

Worryingly, 40% of respondents also said they would not be able to find the active ingredient listed on their medicine packet.

The release of the survey coincides with the running of the NPS' Medicinewise Week (30 January - 06 February).

"Asking the right questions is also key to being medicinewise," said Stowasser.

"Use trusted information sources like NPS, your doctor or pharmacist to help you make medicines decisions," she added.

For more info see www.nps.org.au.

UK medicine alert

THE UK Medicines and Healthcare products Regulatory Agency has issued a recall of certain batches of parallel imported Tegrinol Retard 200mg Tablets because the patient info leaflets do not include mandatory safety warnings issued by the European Medicines Agency.

Today's Pharmacy

TODAY'S PD features two pages of news, plus a full page from **SensaSlim** (p3).

Applications for clinic

THE Department of Health is accepting applications from interested parties to establish the \$15m ACT GP Superclinic.

Applications close on 15 March, and for more information see www.health.gov.au/tenders.

Gates' polio quest

MICROSOFT billionaire Bill Gates has named eradicating polio as the top priority for the Bill and Melinda Gates Foundation.

"We are on the threshold of eliminating polio once and for all," Gates said, adding that recent outbreaks are a reminder of the dangers still posed by the disease.

"Clearly, I'm betting money, reputation, energy, everything we have to help polio eradication this year," he said.

As such, Gates has boosted the Foundation's annual polio contribution to \$302m, and is urging world leaders to bolster their financial support as well.

JR pharmacy
(a division of JR Chartered Accountants)

How is your pharmacy meeting the
challenge of WADP, MoU,
Pfizer/DHL, Discounters, etc?

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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!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

Spray weight away

SensaSlim Solution is an Intra-Oral spray which is said to work on four areas including: stomach (appetite suppressant), mouth (taste buds), nose (olfactory response) and brain (satiety centre). The product is designed to suppress the appetite and desensitise the taste buds, which in turn affects food choice and intake. SensaSlim is made from natural, and nature identical ingredients, including hydroxycitric acid, chromium, levocarnitine, gymnema sylvestre and oil of clove, and should be taken three times a day, 10 minutes before eating. Because of its spray delivery system, the product is also said to work nine times faster than most diet pills.

RRP: \$59.95

Stockist: www.sensaslim.com.au



Give your eyes a healthy lashing

Designer Brands has launched a new eyelash product, Lashfood Growth Serum. The multi-peptide formula contains antioxidant and conditioning ingredients which act to increase lash volume and strength. The product claims to transform lashes in 4-6 weeks, lifting them up to a 25% darker, stronger, thicker and longer look.

RRP: \$19.99

Stockist: 1300 765 332

Vivienne and Naughty Alice

Naughty Alice is a new scent from the edgy and iconic perfume house of designer **Vivienne Westwood**. Described by its creator, perfumer Bruno Jovanic, as a "blend of naughty femininity in a magical universe" the scent is ultra feminine and warm. Key fragrance notes blended to create Naughty Alice include black rose, carnal violet, and ylang ylang. The scent is set to launch this month on 06 February.

RRP: \$65 (30ml), \$95 (50ml), \$125 (75ml)

Stockist: 1800 812 663



Relief from an itchy scalp

Head & Shoulders has launched a new hair care product range, Head & Shoulders Itchy Scalp Care (shampoo and conditioner). Formulated to provide users with up to 72 hours of itch relief, the products contain eucalyptus to calm and normalise the scalp's physiological state whilst at the same time reducing visible flakes. Both formulas are further boosted with Head & Shoulders' HydraZinc (a form of ZPT), which acts to rid the scalp of the itch inducing fungus, *Malassezia globosa*.

RRP: \$5.99 (200ml Shampoo), \$5.99 (200ml Conditioner)

Stockist: www.headandshoulders.com.au

Hair gets Set Up

Herbal Essences' Set Me Up Hairspray provides users with maximum, long lasting hold, whilst also infusing shine. Styling polymers within the formula are also fast drying, meaning that the hold is almost instant, and the effect lasts all day. In addition, the hairspray is infused with a 'Lilly Bliss' scent, which evokes hints of bamboo and cactus flower.

RRP: \$6.99

Stockist: 1800 028 280



DISPENSARY CORNER

MAN'S best friend.

A recent study, published in the Gut journal, has found that labrador retrievers can sniff out the early stages of bowel cancer.

According to researchers, the retrievers had a 90% accuracy rate, a figure significantly higher than current blood in stool testing.

To come to their conclusions, the scientists used one labrador to conduct 74 sniff tests over several months.

Study participants were placed into groups of five, one with bowel cancer, the rest cancer free.

The scent sensitive pup was able to detect 95% of bowel cancer sufferers by sniffing their breath, and 98% of sufferers via their stool samples.

Previous studies have also found evidence that labradors and Portuguese water dogs are able to detect lung, skin, breast and ovarian cancers.

LOOKING to stock a Kate & Wills commemorative item?

A condom manufacturer in England is coping some bad press following the release of Prince William and Kate Middleton themed condoms designed to celebrate the royal union.

The product, marketed by Crown Jewels Condoms Of Distinction, features a royal purple packet with an image of the couple on the front.

Packaging instructions urge users to "lie back and think of England".

GROG saves the day.

A Polish man, found on a park bench in his underwear in -5 degree weather has had his survival credited to the sheer amount of alcohol in his system.

Picked up by police in Warsaw Park, the man was found to have a blood alcohol level 30 times the legal limit (1,024 micrograms per 100ml).

Although the level was enough to kill him several times over, experts believe the alcohol saved his life by acting as a somewhat rudimentary anti-freeze.

Advertising starts in February!

Pre Launch Special

Don't miss out on great profits or let your customers go to your competitor. Stores are ordering now so when the customers start running into your store you're ready.

Buy 6 packets @ \$36.30ea; sell \$59.95 that is a 65% mark-up. For every 6 you buy and pay C.O.D. We will give you one for free, that increases the mark-up to 93%. Buy 12 and get 2 and so on.

Peter Ralph 0425 722 589 Peter_ralph@sensaslim.com.au

20 years of research.
11,453 people tested.
146,040 kilos lost.

THE WEIGHT IS OVER...

After 20 years of research, and the world's largest trials on a weight loss product, the scientific paper is about to be published.

During National Obesity Week in England (January 17 -23), the scientific community will be presented the white paper on Sensaslim.

It has been the most anticipated new launch of any new OTC medicine this century. It is sure to create a massive amount of publicity and will be the news your customers have been waiting to hear.

Good news travels fast.
Sensaslim is here.
Be prepared for a stampede.



Sensaslim Solution - Nothing tastes as good as slim feels.