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Internet purchasing

THE Therapeutic Goods Administration has published updated advice and information on buying medicines and medical devices over the internet.

The advice stipulates that products sold on international websites are not regulated by the TGA, and that without taking measures to ensure the sites' legitimacy, consumers face risks.

In addition, the TGA advises consumers to always consult a healthcare professional before purchasing a medicine or device over the internet, and to only purchase medicines from pharmacies located in Australia.

For more details see -
www.tga.gov.au.

EU on stem cells

THE European Medicines Agency has released a reflection paper on stem-cell based medicinal products, which offers guidance on the different types of stem cells used in drugs and considerations for manufacturers when developing stem-cell therapies.

Stem cells canvassed in the paper include embryonic stem cells derived from blastocysts; haematopoietic progenitor/stem cells; mesenchymal stromal/stem cells; induced pluripotent stem cells, and tissue-specific progenitor cells, see -
www.ema.europa.eu.

GSK's pharmacy-only winner

PHARMACY-only analgesic Panadol EXTRA has taken out the 2011 Product of the Year Award in the Adult Medicine category.

The Product of the Year Awards, conducted by research firm TNS,

Elderly adherence

A RECENT study published in the *Clinical Journal of the American Society of Nephrology*, has found older patients have poor medication adherence to long-term programs after myocardial infarction.

The study looked at 2,103 outpatients aged over 65 years who had been hospitalised with myocardial infarction, and examined their baseline kidney function with long term adherence to recommended medications (including angiotensin converting enzyme inhibitors and angiotensin II receptor blockers, beta-blockers and statins).

Results, taken over a 36 month period, found a 50%-60% adherence rate for all three medication classes, and that patients with baseline kidney dysfunction had "significantly lower long-term" adherence.

"Future strategies to improve medication adherence should pay special attention to the elderly with kidney dysfunction because they may be especially vulnerable to its adverse clinical consequences," the study said.

are claimed to be Australia's largest independent consumer survey of new products.

Around 5,000 Aussie consumers took part in the latest survey, with winners, including EXTRA, now able to carry the Product of the Year stamp of approval for the next 12 months.

The stamp is designed to draw consumer attention and "guide them to what other consumers consider to be the best products in each category".

Launched by GlaxoSmithKline in March last year, Panadol EXTRA is formulated using 500mg of paracetamol and 65mg of caffeine per caplet.

"We know that consumers who experience stronger pain make informed decisions about which analgesic is right for them," said Vanessa Burrow, Marketing Manager Analgesics.

"By voting for Panadol EXTRA as the 2011 Product of the Year, consumers have endorsed it as an effective option for relief from stronger pain.

"The majority of consumers prefer to purchase analgesics from the pharmacist, so we are very proud that so many Australians have voted for Panadol EXTRA in this highly competitive category," she added.

Sensaslim attention

SENSASLIM says it's attracting significant mainstream media attention after a Gold Coast Bulletin story which described the results experienced by two Aussie twins using the product.

For more information on the new weight loss innovation, see page four of today's **PD**.

Use it or lose it!

IDEAL FOR INDEPENDENT
PHARMACIES

2010 was a watershed for many retailers. All Pharmacy owners who have experienced a decline in retail sales over the last year must now stop and take stock.

Customer loyalty can't be assumed.

- Exactly what should you do?
- Should you spend hundreds of thousands of dollars on a fit-out?
- Should your store be bigger or should you lose space?

To answer these questions, join Hilary Kahn (FeelGood Guide), Mark Nicholson & Norman Thurecht (Johnston Rorke Chartered Accountants) in a punchy and informative 55 minute online live seminar.

15th February 2011
2:30pm (AEST)

For Information Click Here



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Internet diagnosis growing

A RECENT survey involving over 12,000 people worldwide, has found an alarming rise in the trend of internet self diagnosis.

Around 1,000 Australians participated in the Bupa Health survey, with 80% saying that they go online for health information.

Of that 80%, nearly half (47%) admitted to searching for health information content to make a self diagnosis, whilst a whopping 70% told researchers they use the internet to research medicines.

"While the internet undoubtedly provides people with greater access to resources, it's essential that they access high-quality websites and content to empower them to make informed decisions about their health," said Bupa Australia's Chief Medical Officer, Dr Christine Bennett.

"A simple search for the same symptom can often generate quite different diagnoses across different websites, which may result in people dismissing serious symptoms or commencing inappropriate treatments," she added.

Interestingly 61% of Australian

participants also told researchers that they would support a secure online internet site where they could have access to their own medical records and tests.

In addition, 34% of Aussies said that they would like the ability to text message an image of their problem to receive a diagnosis, whilst 48% said they would like to be able to access their GP via email.

On the international stage, nearly 68% of respondents reported that they had used the internet to search for medicine information, and 48% said they used health information on the internet to self diagnose.

The highest rates of internet self diagnosis respondents came from the US and the UK (58% each), followed by China and Russia (both 56%) and then Australia and Italy (each with 47%).

Pfizer UK closure

PFIZER is set to close its major UK research facility (renowned for developing Pfizer's ED blockbuster Viagra), with the estimated loss of about 2400 jobs.

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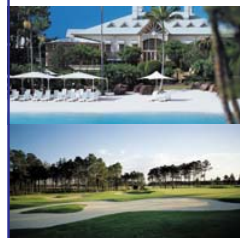
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NAPSA, reflects, celebrates and moves forward

THIS year's NAPSA Congress, hosted by the South Australian Students' Association, between 24-30 Jan was attended by 240 delegates from pharmacy schools across the nation.

The theme of the Congress 'Reflection, Celebration, Progression' was reflected in presentations from a host of high calibre speakers including Associate Professor Geoff Sussman, Associate Professor Chris Alderman, rural pharmacist Andrew Roberts and Dr Allison Roberts.

The Congress' keynote speaker was Emeritus Professor Lloyd Sansom who spoke on the importance of pharmacist ownership within the profession, as well as the need to embrace changes in the industry.

Highlights of the Congress included a Pharmacy Student of the Year Wildcard Competition, which saw 30 students compete in heats, with the top six entering the final.

The winner of the final was Ezekiel Steindl from Queensland University of Technology, Brisbane, who counselled his way to a place in the final at the 2011 Pharmacy Australia Congress in Melbourne.

Pictured above are the PSOTY finalists with Grant Kardachi & John Bell (Pharmaceutical Society of Australia) and Ashleigh Coome (NAPSA).

Pictured below are the NAPSA Congress 2011 delegates.



TGA consultation

THE TGA has published responses to its consultation over the redevelopment of its website, see www.tga.gov.au.

UK HPV uptake

THE UK Department of Health has revealed its HPV vaccine program for girls aged between 12-19 is "one of the most successful in the world", with 60.4% of all 12-19 year olds having received the full course in the first two years of the initiative.

In addition, over 84% of girls aged between 13-14 have received all three vaccine doses, whilst 76.4% of girls aged 12-13 (in the second routine cohort) have also completed the vaccination course.

"These figures are already more than twice as high as figures for similar aged girls in the United States program," a statement from the UK DoH said.

Eating disorders

A COMPREHENSIVE state-wide model of care for people with eating disorders is set to be developed for South Australia over the coming months.

Announced by Health Minister John Hill, the new care model is aimed at bringing SA in line with national and international best practice.

"Clinicians, consumers, carers and non-Govt. organisations will all be involved in developing SA's first comprehensive plan for providing the best possible care," said Hill.

"We want to improve the processes of referring and admitting people with eating disorders who need specialist help to ensure equitable access and to identify and help people at risk before they develop a more serious problem," he added.

The planning process will take into account both specialist and community based services.



WIN THE ORGANIC SOAP COMPANY PRIZE PACK

Congratulations to our lucky Organic Soap Pack winners from yesterday - **Denise Hope** from **Griffith University, QLD** and **Tracy Lim** of **Pharmore Pharmacies, VIC**.

Pharmacy Daily has teamed up with **The Organic Soap Company** this week and is giving ten lucky readers the chance to win a fantastic prize pack including 3 Soap Bars and 1 bottle of Cleansing Body Wash, valued at \$25.00.

The Organic Company soaps are produced on the pristine Northern Beaches of NSW and contain certified organic ingredients for their purity and quality. With essential oils which are selected from all corners of the earth for their purity and intensity of fragrance, the range is able to offer both floral and herbal soaps for their cosmetic and therapeutic benefits.

For your chance to win this great prize pack, simply send through the correct answer to the daily question below to:

comp@pharmacydaily.com.au



**Why does The Organic Soap Company
use certified organic ingredients?**

Hint: Visit: www.keysun.com.au

The first 2 correct entries received will win

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.

Shattering nail effect

OPI has launched a trendy new top-coat titled Black Shatter. The main defining feature of this top coat is that as it dries it begins to shatter and disappear, leaving behind a matte shattered finish. To be effective, the shatter coat needs to be applied on top of the foundation nail polish and within minutes of its application. Once both coats are dried, the effect is a cracked pattern, similar to a leopard print.

RRP: \$19.95

Stockist: 1800 358 999



Touse Me Softly

Herbal Essences' first ever styling collection, Touse Me Softly, includes a shampoo, conditioner, mousse, spray gel and hair spray. Together the products work to create a "touchable tousled" look that begins at the washing process and is completed in the styling stages. The styling products are formulated using touch-hold softening and holding ingredients, which deposit at certain points on the hair and create "soft hold" for tousled hair. The range is also infused with a soft pomegranate and wild violet scent.

RRP: \$5.99 (shampoo and conditioner), \$6.99 (mousse, spray gel and hairspray)

Stockist: 1800 358 999



Hermès comes down to earth

Legendary perfume house **Hermès** has launched a new scent, Terre d'Hermès (for men). Terre (meaning earth) lives up to its name, having a very warm earthy smell evocative of forest floors, wood, greenery and the great outdoors. The fragrance is created using notes of grapefruit, orange, flint, peppers, pink peppercorns, geranium leaves, patchouli, cedar, vetiver and gum Benjamin.

RRP: \$260 (200ml limited edition)

Stockist: 02 663-4277

Start over with Origins

Origins' Starting Over Age-Erasing Eye Cream works by hydrating the delicate skin around the eye area to plump out fine lines, whilst also helping to relax the skin to reduce the appearance of wrinkles. Being a natural skin care product, the key ingredients include fennel seed (relaxes clenched tight skin), mimosa tenuiflora bark (boosts natural collagen levels), boswellia serrata extract (aids in resurfacing and smoothing eyelid creases), Vitamin C (antioxidant), phytosphingosine (anti-irritant) and silica (brightens the under eye area).

RRP: \$62

Stockist: 1800 705 800



Trilogy teams up

Natural skincare company **Trilogy** has teamed with nail polish company, Orly, to offer a free limited edition nail polish with every 20ml Trilogy Certified Organic Rosehip Oil. Recently voted Best Organic Anti Ager (Harpers Bazaar Beauty Hot 100), Trilogy's Rosehip Oil is high in Vitamin C (antioxidant), Vitamin A (antioxidant, aids in production of collagen), linoleic acid (Omega 6 helps to preserve cell barriers) and lycopene (antioxidant). Orly's nail polish is free from DBP, formaldehyde and toluene.

RRP: \$21.95

Stockist: 03 9533 1336



DISPENSARY CORNER

LANDING is the trick.

Five-year old Ye Zixu has surprised the world after falling 100ft from a 10th floor window to walk away with just a few cuts and bruises.

According to reports, Zixu fell from the window of her family's flat in the Chinese city of Chongqing, landing with a loud smack onto one of the building's first floor awnings.

One witness thought he was watching a doll fall from a window, until he heard crying coming from the awning.

"We thought she couldn't possibly have survived," the witness said.

A bystander promptly erected a ladder and climbed onto the awning to check on the girl and found her sitting up.

She was then rushed to the nearest hospital, before being transferred to Chongqing's South West Hospital where, after careful inspection and testing, she was discharged suffering bruises, cuts and a "slight myocardical contusion".

WARNING marijuana slows thinking!

A US citizen, Robert Michelson, was arrested recently following a bizarre phone call he made to 911, in which he enquired as to how much trouble he could get into for growing marijuana.

"I was just growing some marijuana and I was just wondering what, how much, you know, trouble you can get into for one plant," he is recorded saying.

Throwing himself from the frying-pan into the fire, when asked by the dispatcher as to whether there was a crime in process he responded "possibly".

HOW to survive a croc attack.

A Queensland resident is recovering in hospital with puncture wounds to his palm and left wrist, after surviving a croc attack at a popular swimming hole.

According to reports, the man staved off the croc with a stiff uppercut punch, stunning the reptile and giving himself a chance to escape.

Advertising starts in February!

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

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Sensaslim Solution - Nothing tastes as good as slim feels.