

## Weight loss warning

**THE** UK Medicines and Healthcare Products Regulatory Agency has issued a warning over the Herbal Flos Lonicerae (Herbal Xenicol) Natural Weight Loss Formula.

Available widely over the internet the formula was found to contain twice the prescribed dose of the banned powerful pharmaceutical ingredient, sibutramine.

## Thorpie out, Huegill in

**THE** Pharmacy Guild of Australia has announced that the Australian Sports Performer of the Year, Geoff Huegill, will replace Ian Thorpe as special guest at this year's APP.

As part of his new role, Huegill will present a 'Be Your Best' lecture.

**MEANWHILE** the Guild is also warning APP attendees that accommodation on the Gold Coast at APP time is selling out fast, with Jupiters Hotel (executive king and executive twin rooms) sold out.

All Meriton and Bell Maison two- and three-bedroom apartments have also sold out.

Limited availability still remains for selected accommodation, see [www.appconference.com](http://www.appconference.com).

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## PSA releases ethics code

**THE** Pharmaceutical Society of Australia has released a Consultation Draft on its new Code of Ethics for Pharmacists, which is the evolution of the PSA Code of Professional Conduct.

The review of the code has resulted in a simpler document "which articulates the core values of the profession," said PSA President Warwick Plunkett.

It incorporates issues such as changes in legislation including the implementation of national registration, as well as "changes to the health-care landscape and the ongoing evolution of professional pharmacy practice," he added.

The structure of the revised Code has nine Principles, each supported by so-called Obligation statement, with the Principles linked to one of five focus areas: the patient, the community, the pharmacy

profession, business practices and other health care professionals.

The PSA is inviting feedback on the Consultation Draft both from within the profession and the wider community.

The Pharmacy Board of Australia has indicated that the new PSA code will be implemented as the pharmacy-specific code complementing the overarching AHPRA code (which applies to all registered health practitioners).

The draft is available for viewing at [www.psa.org.au](http://www.psa.org.au), with comments by email to [code@psa.org.au](mailto:code@psa.org.au) due by Fri 01 April.

## Twynsta approval

**THE** Therapeutic Goods Administration has approved a new treatment for hypertension, titled Twynsta (telmisartan / amlodipine).

The once daily, fixed-dose combination therapy contains two long-acting antihypertensive agents – the angiotensin II receptor antagonist (AIIRA) telmisartan (Micardis) and calcium channel blocker (CCB) amlodipine, to deliver sustained 24-hour blood pressure reductions.

## Sensaslim sensation

**SENSASLIM** has reported a stellar sales boost for its weight-loss product, following the airing of a story on Channel 7s *Today Tonight*. See page 3 of **PD** for details.

## My Baby & Me

**MOTHER** and child brand Philips AVENT has launched a free mobile application titled 'My Baby & Me'.

Available via the iTunes App Store, the application features tracking functions such as 'Feeding', which helps mums remember which breast they fed from last, how many meals were solid, liquid, bottle or breast fed, and their baby's most recent feeding time.

Other functions include: Nappy Change, Sleep and Weight and Height, see [www.avent.com](http://www.avent.com).

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## Teething gel update

**THE** Therapeutic Goods Administration is set to re-evaluate the risk/benefit of teething gels containing choline salicylate, after the *Medical Journal of Australia* report which highlighted a small number of adverse reactions (**PD** yesterday).

In 2009 the UK Medicines and Healthcare products Regulatory Agency (MHRA) issued new advice on the use of these products in children aged under 16 years, after it received several reports of problems related to the use of the choline salicylate gels in children.

Subsequent to this, the manufacturer of Bonjela, Reckitt Benckiser, reformulated the product to remove salicylate salts.

However it didn't take similar action in Australia or New Zealand, with the products sold locally continuing to contain salicylates.

Dr Ken Harvey Adjunct Senior Lecturer at the School of Public Health at La Trobe University, said that the TGA needs to look at the dangers of salicylates in Bonjela and similar products because there are safer and equally effective non-drug alternatives, such as cold teething rings.

## WIN A REVITANAIL NAIL STRENGTHENER



**Pharmacy Daily** has teamed up with **Revitanail** this week and is giving 5 lucky readers the chance to win a Revitanail Nail Strengthener.

Revitanail Nail Strengthener has always been the first choice for women who want nails that are strong and long. This superior nailcare treatment is fortified with Calcium and helps promote stronger, longer and healthier looking nails. It also protects nails against dehydration caused by the use of harsh detergents and soapy water.

For your chance to win your very own Revitanail Nail Strengthener, simply send through the correct answer to the daily question below:

### What vitamins can be found in Revitanail Nourishing Oil?

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

First correct entry received each day will win!

Hint: Visit: [www.revitanail.com.au](http://www.revitanail.com.au)

Congratulations to yesterday's lucky winner, **Dinah Graham** from **MIMS Australia, NSW**.

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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](mailto:advertising@pharmacydaily.com.au).

### Hairspray that fights helmet hair

**Helmut** finishing spray is now available in a 'mini size'. The space-saving 75g can is designed for styling on the go, and features the traditional helmut hold formulation which is designed to provide maximum control and support for all hair textures. The spray is not sticky, dries on contact, and can also be brushed out easily to avoid product build up. Key ingredients in the formulation include sunscreen, panthenol, and pvp copolymer.

**RRP: \$9.95 for 75g**  
**Tel: 1300 437 436**



### Flatter your eyes with luscious lashes

**Ardell's** new MagicLash Growth Enhancer is a concentrated serum which features a new 'Opti-Grow Complex' formula to fortify and rejuvenate lifeless lashes. The multi-protein Complex is said to repair weak and thinning lashes, and to stimulate new growth whilst also

preventing future lash loss. The pen style tube allows users to be precise when applying the serum, getting as close to the root of the lash line as possible for the best results. According to Ardell, daily users of the MagicLash will start to see results in three to five weeks.

**RRP: \$19.99**  
**Tel: (02) 8709 8800**

### Healthier option for school lunch boxes

**SUPA SECRETS** Chips and Bars have been introduced to the market to offer a better nutritionally balanced snack for kids. The new line is a part of the Slim Secrets range, and has been created to offer kids relatively healthy snack alternatives, whilst still sating their desire for "junk food". The range of SUPA SECRETS Chips and Bars all fall within the Healthy Kids' Amber Category, meaning that they are



approved to be sold in school canteens. The range includes three flavours of chips, which are baked not fried and only contain 1.3 grams of fat per serve (80% less fat than regular chips). The chips also provide a source of fibre, and are preservative, MSG and gluten free. The bars come in two flavours and are

made with wholegrain oats, include omega 3's and healthy chia seeds, and also come in under 115 calories per bar. The bars also contain no artificial flavours or colours.

**RRP: \$1.50 each bar/chips**  
**Stockist: [slimsecrets.com.au](http://slimsecrets.com.au)**  
**Tel: (03) 9822 3121**



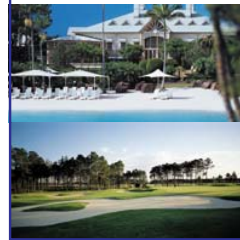
### Moisturising Cream beating the rays

**Trilogy's** Vital Moisturising Cream is now also available with a natural SPF15. The product features the Vital formulation of 13 natural actives including antioxidant rich Marula oil, evening primrose oil, orange flower extract, and rosehip extract, to repair and rebuild healthy skin, and comes in a travel convenient 50ml tube size. What is different about the product is the addition of a new generation, natural SPF, which protects the skin from both UVA and UVB rays. The SPF is formulated using non-whitening and non-nano Zinc Oxide, which offers transparent,

lightweight, non-greasy coverage which is compliant with Ecocert natural cosmetics standards. Overall the product, designed for daywear, is a good natural moisturiser/sunscreen combination which which glides onto the skin, is not thick, disappears quickly, and aids in improving skin's texture and elasticity.

**RRP: \$40.95 50ml tube**  
**Stockist: (03) 9533 1336**

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### DISPENSARY CORNER

**LET'S** hope they take an emergency medical kit.

A group of intrepid Australian conservationists are planning to cross the Bass Strait in ocean racing kayaks.

The team, made up of seven kayakers, expect their dangerous voyage to take around six days.

Rather than rough-it at night, sleeping in a kayak, the team will stop at islands along the way to camp overnight.

Whilst out in the open ocean, the group will collect rubbish, as part of a marine survey being conducted by the Surfrider Foundation.

**COKE** formula revealed!

According to reports the ingredient list for Coca Cola (Coke) has been leaked online.

The closely guarded secret formula, which was created by John Pemberton in 1886, is at all times locked in a steel vault in the USA and guarded by a privately hired security force 24-hours a day.

Despite this, a US website [Thisamericanlife.org](http://Thisamericanlife.org) is claiming to have discovered the brown liquids dark secrets, via a newspaper photo taken in 1979.

According to the site, the photo was taken of a Coke employee holding up the precious Coca Cola formula book, which contains the ingredients list for Coke Syrup, as well as the exact oils and measurements to create 'Merchandise 7X' - the flavour which gives Coke its distinctive taste.

The leaked Coke makeup is as follows: fluid extract of Coca 3 drams USP, citric acid 3 oz, caffeine 1oz, sugar 30 (unknown quantity), water 2.5 gal, lime juice 2 pints, vanilla 1oz, and caramel 1.5oz or more to colour.

Merchandise 7X (of which 2oz is added to five gallons of Coke syrup) is reportedly made up of: alcohol 8oz, orange oil 20 drops, lemon oil 30 drops, nutmeg oil 10 drops, coriander 5 drops, neroli oil 10 drops, and cinnamon 10 drops.



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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.

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