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Sukin anti-ageing

AUSTRALIAN natural skin care manufacturer Sukin has launched a new 'Purely Ageless' range of products which are rich in anti-oxidants and specifically designed for "more mature skin".

The face and hand moisturisers also include zinc oxide for UV protection - info 1300 858 898.

New antibiotic/pill guidance

FAMILY Planning Australia is set to release new guidance on the use of antibiotics in combination with the contraceptive pill, advising that extra precautions are not required in most circumstances.

It's a major change in the organisation's policy, and reflects the latest advice from the World Health Organization and the UK Faculty of Reproductive and Sexual Health who have both said that additional measures when using combined hormonal contraception (CHC) with non-enzyme inducing antibiotics are not needed.

ACT chlamydia trial

A **PHARMACY** based chlamydia screening pilot program carried out in several ACT pharmacies has generated significant interest, with record numbers of pharmacists attending a PSA CPD event focusing on the role of pharmacies as a provider of public health interventions this week.

The ACT Health-funded study included testing in community pharmacies, provision of training for pharmacy assistants and a \$10 payment for both the participant and the pharmacy for each intervention undertaken.

The research, which was a project of the University of Canberra, ANU and the Canberra Sexual Health Clinic, was not linked with any medication supply.

The results of the pilot program are keenly anticipated, with ACT PSA Branch President Cathy Beckhouse saying "it is clear that this is the sort of service that consumers want and that pharmacies can easily and safely provide".

Speaking to **PD** yesterday, Family Planning NSW's Medical Director, Dr Deborah Bateson said FPA had made the "significant" decision to alter the advice in its soon to be released guidebook after careful discussion between its state agencies.

"We've known for some time that the advice that antibiotics affect contraceptive pills was not based on firm evidence," she said.

In advising patients, Bateson said that women using enzyme-inducing drugs who require emergency contraception should be advised of the potential interactions with oral methods and offered a copper bearing IUD instead.

Women who experience diarrhea and vomiting whilst on antibiotics and the pill, should also take extra contraceptive steps, she said.

The new guidance has also removed lansoprazole from the list of enzyme-inducing drugs, as a result of "good evidence that lansoprazole does not induce or inhibit the enzymes involved in the metabolism of contraceptive hormones".



PharmaSave

For retail store opportunities, call (03) 8677 6690 or [click here for more information](#)

PBS additions

THE govt today announced that seven new medicines will be added to the PBS, incl meningococcal/Hib vaccine Menitorix, & pneumococcal immunisation Prevenar 13.

Other additions include Epiduo Gel for acne and diabetes drug Galvumet - but other medications were knocked back; see **page 2**.

WIN A HISSYFIT PRIZE PACK



Every day this week, *Pharmacy Daily* is giving away exciting prize packs, courtesy of Hissyfit.

Each pack is valued at \$59.90 & contains 2 Hissyfit products: Body Luxe and Body Bronze.

The Hissyfit focus on sophisticated textures, gorgeous colours, beautiful fragrances and results-driven ingredients.

For your chance to win this great prize pack, simply be the first person to send in the correct answer to the daily question below to: comp@pharmacydaily.com.au

Which Vitamins does Hissyfit Body Bronze contain?

Hint: Visit www.hissyfit.com.au
Congratulations to yesterday's lucky winner, Katy Duldig from PGA, QLD.

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.

4th March 2011
10:30am (AEST)

[For Information Click Here](#)

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CPD 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.

26 Feb 2011: Re-Entry Course; AMA Conference Room & Roseberry St Leonards / Roseberry, NSW - (02) 9431 1120.

06 Mar 2011: Drug Interaction Semina, Debby Rigby and Geraldine Moses at The Sebel Albert Park in Melbourne - drigby@bigpond.net.au.

08 Mar 2011: iNova Site Tour, Thornleigh NSW 12-3.30pm - details www.psa.org.au.

17-20 Mar 2011: APP 2011 at the Gold Coast Convention Centre on the Gold Coast - www.appconference.com.au.

25-27 Mar 2011: PSA March Weekend, Novotel Sydney Manly Pacific - 02 9431 1100.

13 Apr 2011: First Aid training - level 2 at Pharmacy Guild Skills Centre, Hawthorn Vic - more info 03 9810 9988.

27 Apr-23 May 2011: 36th PSA Offshore Refresher Conference, Italy and Austria - psa.org.au.

05-06 May 2011: 8th annual Future of the Pharmaceutical Benefits Scheme conference - www.informa.com.au/pbs.

17-19 Jun 2011: Pharmacy Expo 2011, Darling Harbour Sydney - www.pharmacyexpo.com.au.

6-9 Oct 2011: Pharmacy Australia Congress, Melbourne Convention Exhibition Centre - www.pac11.com.au.

Cabinet knocks back eight

THE Federal Government has blocked the listing of eight new medicines and vaccines on the Pharmaceutical Benefits Scheme, with the move being the first ever time a positive recommendation for Cabinet approval of a PBS listing has been knocked back.

The move is very concerning to pharmaceutical manufacturers, because it has also seen the ministers intervene on the listing of medicines which fall well below the usual \$10 million threshold for cabinet consideration.

The eight affected drugs and their indications are Botox (for severe sweating), Duodart (enlarged prostate), Inega sustenna (schizophrenia), Targin (chronic disabling pain), Symbicort (lung disease), Fragmin (blood clots),

New cold sore cream

A NEW cold sore product released in Australia recently is claiming a world first, being the only cream requiring a single application.

Dynamiclear Rapid is claimed to have active ingredients which work by penetrating the DNA of the cold sore virus, inactivating and eliminating it on direct contact.

It was developed in Queensland - see www.dynamiclear-rapid.com.

Synarel (IVF treatment) and catch-up immunisations of pneumococcal vaccine Prevenar 13.

The move has been slammed by Medicines Australia, which said the move will hit patients' hip pockets.

MA ceo Brendan Shaw said that the government has ignored the advice of its own panel of expert clinicians and health economists.

"We should be a country that can afford to pay for the medicines that sick people need," Shaw said.

"The introduction of an extra layer of bureaucracy is extremely alarming because it may translate to delays in patients getting access to medicines they need," he added.

Ascent sales up 26%

GENERICS supplier Ascent Pharmahealth has reported an \$11.96 million net profit after tax for the 12 months to 31 Dec, with net sales up 26% to \$132 million.

CEO Dennis Bastas said the result was particularly pleasing given the aggressive competition in generics and the pressure put on margins as a result of the PBS reforms.

He said the Apr 2012 price reforms will see generic prices cut by at least 23% across the board, but Ascent will partially offset this impact by launching new products.



DISPENSARY CORNER

HOW about this for a nutritious sweet treat?

A London confectionery shop in Covent Garden has launched a special new range of ice cream made from breast milk.

The flavour has been dubbed "Baby Gaga," with Icecreamists founder and creator Matt O'Connor saying clients should think of the ice cream as an "organic, free-range treat".

It's not cheap, with a single serve costing £14 (A\$23).

The raw ingredients were supplied by a number of lactating mothers who answered an advertisement in an online forum.

As well as the breast milk, other constituents include lemon zest and Madagascan vanilla pods.

AND while we're on the subject of unusual foods, an upcoming culinary festival in New Zealand is set to feature some real winners.

The annual Wildfoods event in Hokitika will showcase a special new drink made from horse semen, with the shots reportedly tasting like a milkshake and washed down with an energy drink.

"The idea is you'll have as much zizz as a stallion for a week afterwards," said the creator of the Semen Surprise, Lindsay Kerslake.

Other treats on offer at the festival will include deep-fried grubs, raw scorpions and chocolate-covered beetles.

HAIR today, gone tomorrow.

A lock of newly-shorn hair from the head of teen pop sensation Justin Bieber has attracted a top bid of more than US\$6500 in an online charity auction.

The 16-year-old caused major ructions among his fans earlier in the week when he changed his trademark hair style, and in the aftermath he presented some of it to TV talk show star Ellen DeGeneres during an interview.

De Generes placed the keepsake in a special perspex box signed by Bieber and put it on eBay, with all proceeds to benefit an animal rescue group.



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