

Berocca withdrawal

THE Complaints Resolution Panel has requested that Bayer withdraw internet advertisements for its Berocca Performance Twist N Go which claim the product has immediate or rapid benefits in relation to improving concentration, tiredness, and stress, or that it has benefits in relation to improving concentration, tiredness, or stress.

The advertisements claim the product has been clinically trialled and demonstrated to improve concentration and to reduce tiredness and stress.

The internet ads also claim the product is proven to improve concentration and reduce mental tiredness.

The complaint, raised by La Trobe University's Dr Ken Harvey, related to possible breaches of sections of the Code, and that evidential materials to support the advertising claims were inadequate.

Following a review, the Panel determined that not all the evidence was sufficiently relevant to the advertised product, and that the ads were "likely to arouse unwarranted expectations".

Pharmacist slams AFR report

SYDNEY consultant pharmacist John Wilks has responded to Alan Mitchell's *Australian Financial Review* opinion piece (**PD** yest), with a rebuttal letter in today's *AFR* highlighting the omission of any mention of patient care in the article.

Mitchell urged the federal govt to allow supermarkets to operate dispensaries to improve "service, quality, efficiency and price" - but Wilks points out that supermarkets "cannot offer personal, individual care," provide patient advice, or offer "the level of intervention

needed to avert a potential drug interaction".

Wilks also notes that a supermarket would never lend patients an "advance of blood pressure medications, or insulin, or cholesterol tablets because that person had lost their script, or had forgotten to attend the doctor for a replacement.

"It is a fantasy to believe the opposite," he added.

"For 23 years I did all of these things because I knew my patients, their medical history, allergies, frail memories and the like.

"Perhaps these attributes do not fit the cold economic model of 'efficiency' but they do constitute proper patient care," he concluded.

GSK & US pharmacists

GLAXOSMITHKLINE is reaching out to American community pharmacists with the creation of a new Community Pharmacy Team.

Launching this month, the team will be made up of Community Pharmacy Liaisons, which will assist pharmacists with information and tools about chronic diseases and their medications and management, which can in turn be passed onto patients.

At present, it is unknown if GSK will develop an Australian version of the program.

A Night of Stars

THE Pharmaceutical Society of Australia's 2011 Pharmacy Dinner marks the return of the event after a two year absence.

The Hollywood themed 'A Night of Stars' event will see attendees walk the red carpet, enjoy a three course meal, music and dancing, and also celebrate the achievements of their peers via a special member awards' ceremony including the announcement of the 2010 NSW Intern of the Year.

In true Hollywood style there will also be a pre-dinner party, hosted this year by the NSW Early Career Pharmacists, which will include a silent auction, with funds going to the Qld flood relief appeal.

The dinner will take place on 26 March on the Grand Ballroom of the Novotel Manly Pacific Hotel, with tickets set at \$95 for PSA members and their guests, and \$150 for all others - 02 9431 1125.

Cancer workshops

WOMEN and those affected by ovarian cancer are being invited to a Living with Ovarian Cancer workshop this month.

The workshop has been collaboratively created by health professionals, the Cancer Council of NSW and the Cancer Council of Australia, and will take place at North Ryde RSL (NSW), on 26 March from 9.30am - 4pm at a cost of \$30pp.

For details call 02 9515 2000.

Sativex launched

SATIVEX, a new treatment for spasticity related to multiple sclerosis has been launched in Spain.

The drug is the first specific treatment for spasticity in MS patients who have not responded adequately to other treatments, and is administered as an oromucosal spray for flexible dosage.

WIN A 'GET FIT' PACK



Pharmacy Daily has teamed up with **FGB Natural Products** this week and is giving five lucky readers the chance to win a get fit pack, valued at \$70.

This fantastic pack includes Clements Iron, a Yoga Mat & Yoga DVD.

Do your customers complain of stomach upsets and constipation from their iron tablets? Clements Iron is the gentle, effective solution.

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

Name the type of iron contained in Clements Iron

Hint! Visit www.fgb.com.au

Congratulations to yesterday's lucky winner, **Denise Hope** from **Griffith University**.

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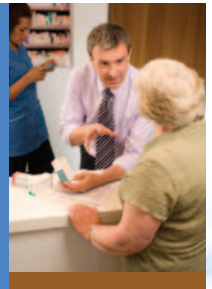
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Guild Update

This week's update from
the Pharmacy Guild

Save the Date - Pharmacy Retail Symposium

The Pharmacy Rental Symposium is a key event for pharmacists and their senior management.

This annual event will once again cover an update on pharmacy developments and help attendees understand what they can afford to pay in rent in light of the pharmacy outlook over the next five years.

This is a Guild Members only event.

The Guild hopes to present some inside information on rent negotiations and what your landlord can and cannot do.

Members will also be able to present their case in the Open Forum session.

The 2011 Pharmacy Rental Symposium will be held in Melbourne on Tuesday 24 May 2011.

Keep an eye out for more information on how to register.



The Pharmacy
Guild of Australia

Stirling set on new expansion

AUSTRALIAN company Stirling Products is set to expand its national pharmacy business, via a new agreement with leading medical devices and technology 3M.

The new partnership sees Stirling responsible for the promotion of 3M's woundcare and sports management product brands, Nexcare and Futuro, including stock control, positioning and in-store training and sales.

"Nexcare and Futuro are premium pharmacy brands and we

Larger offspring

A NEW study from the Children's Hospital of Philadelphia published in *Diabetes*, has linked a high-fat, high-carb diet (which caused oxidative stress) during pregnancy with the development of obesity in children.

The study, found that rats who were fed antioxidants before and during pregnancy did not have obese or glucose intolerant offspring.

"This research suggests that if we can prevent inflammation and oxidative stress during pregnancy, we may lower the risk that a child will develop obesity," said senior author Dr Rebecca Simmons, neonatologist at The Children's Hospital of Philadelphia.

are very pleased to be working with 3M on these products," said Peter Boonen, MD of Stirling Products.

"We look forward to working with our pharmacy partners on these core product ranges," he added.

The new agreement follows on from an announcement earlier in the year that Stirling subsidiary, Stirling Pharma, had been granted a Site and Establishment license for its Canadian pharmaceutical plant.

"Stirling Products is on track with a number of milestones secured this year already," Boonen said.

"We have one of the strongest and most experienced pharmacy sales teams in Australia today and we look forward to continuing to build on our recent success."

Vitamin D deficiency

A NEW US Dietary Guidelines Committee report has concluded that seven out of every ten Americans fall short of reaching the recommended daily intake of Vitamin D in their diets.

The report authors cite the increased use of sunscreen in daily life as a reason why dietary sourced of Vitamin D need to be increased, and recommend the inclusion of Vitamin D rich foods, including milk, into daily eating habits.



DISPENSARY CORNER

ONE heck of a sickie!

The principal of the English Cumnor House School in Haywards Heath was shocked to learn this week that one of his staff needed a few days off work - to recover from a crocodile bite.

The affected teacher, Scott Brand, had reportedly been bitten by the hungry reptile whilst he was on holiday in Zimbabwe.

The plot thickened however when it was discovered that the bite was incurred after Brand and his friends decided to go for a quick spot of 'croc wrestling'.

"I saw a four-foot long croc and just jumped in and grabbed it," Brand said.

"It went nuts and was really going for me and it eventually got a hold of my left arm and bit down.

"It was bloody sore, but I got back on land and just poured some vodka over it and bandaged it up," the first aid expert added.

UNUSUAL diet.

A US newspaper editor known as J. Wilson, has decided that he will cut out food entirely for Lent, and will instead only consume beer and water.

There is method in his seeming madness, as Wilson has said his diet is designed to emulate that of the 17th century German monks, who observed the religious period by subsisting on a diet of water and "liquid bread" beer.

"I did a 36-hour test drive about a week ago, and I don't think four beers [a day] is going to be a problem," he said

"Getting drunk is the last thing on my to-do list at this time... this is an historical study," he added.

The beer that Wilson plans to drink contains 6.67% alcohol, and 288 calories per serve.

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