

## Make your own tags

**THE** Pharmacy Alliance Group has launched its online Local Area Marketing system, which allows members to create their own personalised flyers and tickets.

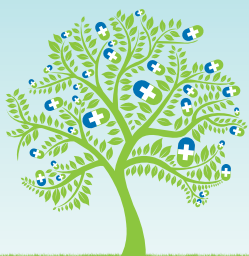
The automated system allows pharmacists to produce high quality advertising materials cheaply, see [pharmacyalliance.com.au/node/344](http://pharmacyalliance.com.au/node/344).

## Offshore special

**PHARMACISTS** who are not able to take advantage of the PSA's full Offshore Refresher Conference experience, are now able to enjoy a shorter version of the adventure, by joining the post-conference workshop cruise from Budapest to Bucharest.

The cruise is priced at \$4495pp plus a \$295 registration fee, see - [www.psa.org.au/conference](http://www.psa.org.au/conference).

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## Pharmacists in the frontline

**PHARMACISTS** can play an important part in preventing the spread of Lyme disease in Australia, according to Dr Mualla Akinci McManus, owner of the Gold Cross Pharmacy in Redfern.

Lyme disease is caused by three strains of the Borrelia bacteria, and is transmitted by tick bites.

Known as the great imitator, the disease shares common symptoms with many chronic diseases (MS, Parkinson's, chronic fatigue syndrome etc), which can start within a week of being bitten (and sometimes much later).

Symptoms can include sinusitis, stiff neck, sweat attacks, muscle twitches, muscle weakness, involuntary jerking of limbs, arthritis, Bell's palsy, cramps, paralysis, depression, brain fog, insomnia, balance problems, light sensitivity, noise sensitivity, optic neuritis, nerve conduction defects, numbness, cardiac conduction abnormalities, swallowing difficulties and tinnitus.

Whilst Lyme disease exists in America and Europe, it is not recognised by government authorities as being present in Australia.

"Because our government is in denial about the existence of Lyme disease in Australia, the vast majority of people don't realise it is

here and that they should take special precautions when visiting tick-prone areas," said McManus, whose husband passed away from the disease last year.

"Any pharmacist working in a tick area should get clued up about the disease and how to prevent it.

"Wearing appropriate clothing and using an insect repellent containing DEET (not for children) to prevent tick bites is the first line of defence.

"And if a customer is bitten by a tick, it's vital that the person knows how to remove the tick correctly or they risk the tick injecting more of the Borrelia (Lyme-disease bacteria) into them," she added.

Stocking tick removers in pharmacies is also an important step, said McManus, who added that if a customer comes in with flu-like symptoms or a bulls-eye rash following a tick bite, then pharmacists should advise them to head straight to a doctor for a course of antibiotics to prevent the development of the disease.

For more information visit - [www.karlmcmanusfoundation.org.au](http://www.karlmcmanusfoundation.org.au).



Lyme diseases' bulls-eye rash

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## Partnership opportunity

Country NSW pharmacy looking for managing partner. Ideal for pharmacist who wants to become entrenched in their community. A rural background would be of benefit to assimilate with the community however a friendly and common sense personality is gold. The ability to play rugby would be welcomed by the town as equally would a female health care professional.

If you are seriously ready to take on business ownership please contact Stephen Boyle at email [stephen@priorityhealthpharmacy.com.au](mailto:stephen@priorityhealthpharmacy.com.au) or 0438337384 for a confidential meeting.

## Latin Seed warning

THE NSW Food Authority is warning consumers of the dangers of taking the relatively new weight loss supplement, The Latin Seed (also known as Slim Seed).

The warning comes after the Authority conducted DNA testing on the product and found that it was not the plant species *Aleurites moluccana* (commonly known as candle nut) but was in fact the highly toxic *Thevetia nerifolia* or *Thevetia peruviana* (yellow oleander).

Far from being therapeutic, the Schedule 1 prohibited plant, yellow oleander, contains cardiac (digoxin-like) glycosides which can be highly toxic to the heart.

Consumers who have bought the product are being advised to cease its use immediately, and dispose of it, or return it to the place of purchase.

## PSA joins anti-AFR chorus

RENEWED calls for a remodelling of the current community pharmacy model are misguided, according to the Pharmaceutical Society of Australia.

The PSA, responding to the article published in the *Financial Review* (PD Monday) in which the paper's economics editor Alan Mitchell urged the government to allow supermarkets to operate pharmacy dispensaries, said that proponents of the opinion ignored the contribution that pharmacists play in the improved health outcomes of all Australians.

PSA President Warwick Plunkett said equating deregulation with better national healthcare was a "baseless" leap of logic.

"Experience overseas shows that it is quite false to believe there are

major cost-saving benefits in having pharmacies in supermarkets," he said, pointing out that with the PBS regulating drug prices there can be no savings via supermarket channels.

"With the advent of discount pharmacies, the community pharmacy sector is already a very cost-competitive retail environment."

Plunkett also called on pharmacists to support the current model by providing advice and services to customers in a friendly and appropriate environment, adding: "In the discount model, the health-care aspect and the provision of professional services are often not as apparent as they might be."

MEANWHILE the debate continues in the *Financial Review*, with a letter published today stating that the integrity of pharmacists is denigrated by suggestions that changing the ownership rules would force them to compromise their professionalism for the sake of profit - in contrast to optometrists who have actually increased their levels of service (and incomes) despite considerable corporatisation.

## Gadavist approval

THE US Food and Drug Agency has approved Bayer's gadobutrol injection Gadavist (gadobutrol) injection, a macrocyclic gadolinium-based contrast agent for use in MRI testing to detect areas with disrupted blood brain barrier and/or abnormal vascularity of the central nervous system.

## Support is popular

PHARMACISTS are flocking to sign up to the PSA's new Pharmacy Support Program.

According to a statement from the Society, the new consultancy service designed to support pharmacies in the implementation and management of professional services, has attracted strong interest from the profession, with a significant number of pharmacies already signed up.

"Community pharmacies need to shift to a health solution-oriented service position if they want to remain relevant and viable and this type of service can help them to do that," said pharmacy business consultant, Bruce Annabel.

See [www.psa.org.au/psp](http://www.psa.org.au/psp).

## Assistants: the future is in their hands



THE future of pharmacy assistant training was the key theme for a summit last week, when pharmacy representatives and pharmacists met with trainers and assessors at the North Coast TAFE's Coffs Harbour Education Campus.

Discussions between the heavy hitters centred around current trends in skills development, the impacts of technology and evolving job roles and expectations in the pharmacy sector.

Pharmacy representatives were also able to provide input into a Continuous Improvement project currently in development at learning centres across the nation, which involves a review of community pharmacy qualifications and training.

"The improvement project will focus on the community pharmacy

qualification and the skills described in the training package which forms the basis for nationally recognised community pharmacy training in Australia, including courses delivered by TAFE and other training providers," said Karen Banks, Project Officer with Industry Skills Australia.

"Regional pharmacy managers were able to provide feedback on the drafts of the new training package for community pharmacy in the Vocational Education (VET) system," she added.

Pictured above at the meeting, from left are: Helyn Davidson, Director, TAFE Business Faculty; with Karen Banks, Project Officer from Service Skills Australia and focus group coordination; and Linda Johnston TAFE Pharmacy teacher.

## WIN A FANTASTIC '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.

Clements contains a special type of iron - an amino acid chelate (Ferrochel™) which is gentler on the stomach, and better absorbed than many iron preparations. Its formula is enriched with vitamins and minerals including energy-giving B vitamins for peak vitality and wellbeing. As a liquid, it is fast-acting too!

Visit [www.fgb.com.au](http://www.fgb.com.au) for more information or call distributors FGB Natural Products on 1800 003 431.

For your chance to win this great pack, simply be the first reader to send in an answer to the daily question below:

**What is one of the benefits of iron being in a liquid formula?**

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

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

**Congratulations** to yesterday's lucky winner, Michelle Christie from The Pharmacy Guild of Australia, NSW.





## 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).

### Skin protection for incontinence sufferers

**HARTMANN's** new MoliCare Premium continence pads are designed to reduce incontinence associated dermatitis. The new design provides effective clinical skin protection through the use of antibacterial pH 5.5 and "air active sides" to prevent swelling and redness. Listed on the Australian Register of Therapeutic Goods as a class one medical device, the product stabilises the skin's acid protection mantle and prevents the growth of bacteria. The addition of soft, non-woven material panels in the hip area, enables air permeation to ensure a healthy skin climate. The pads have also been dermatologically tested as hypoallergenic.

RRP: \$38.00 - \$52.00

Stockist: [www.hartmannconsumers.com.au](http://www.hartmannconsumers.com.au)



### New Taylored scents



Beauty gift specialist, **Taylor of London**, has created two brand new fragrance lines: Soothing Jasmine and Creamy Vanilla Orchid. Each of the new product lines includes a 50ml eau de toilette, a 125ml hand and nail cream, a 75g perfumed body spray, a 200g luxury talcum powder and a 100g perfumed soap. The Soothing Jasmine range cannot be mistaken for anything but

feminine. Its floral fruity fragrance is made up of a fresh green and citrus top note, tempered with hues of pink geranium and a heart of white flower and spring jasmine. Taylor's Creamy Vanilla Orchard range leans toward the oriental floral genealogy of scents, and features top notes of lotus blossom and rose, followed by watery white flower middle notes and a woody vanilla musk base.

RRP: \$19.95 (50ml eau de toilette), \$9.95 (125ml hand and nail cream), \$7.95 (100g perfumed soap)

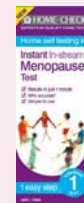
Stockist: 02 8709 8814

### At home with menopause

Australian women concerned about potential menopausal symptoms such as irregular periods, hot flushes and sleep problems, now have access to a home menopause test kit from **Home-Check**. The in-stream test measures the Follicle Stimulating Hormone (FSH) which rises as menopause approaches (levels higher than 25mIU/ml FSH usually indicate the onset of menopause), providing results in one minute. According to Home-Check, the test is 99% accurate and each pack contains one test and an instruction leaflet.

RRP: \$19.95

Stockist: 1800 833 416



### Don't have time to wash your hair and you love the environment?



**Batiste** has released a new variant of its dry shampoo, Batiste Nude. The eco-friendly hypoallergenic alternative features 100% natural ingredients with no volatile organic compounds, and comes in a fully recyclable package. Basically the shampoo is a powder which absorbs excess oil in the hair, leaving it with more body, and looking a lot less grungy. Batiste Nude's nozzle applicator allows the powder to be directly applied to the hair roots, meaning there is also less wastage.

RRP: \$14.95 (50g)

Stockist: 02 8709 8800

### Sensitive babies find relief

**Aromababy's** Barrier Balm is an all natural healing balm created for babies, children and adults with sensitive skin. Blended with calendula, evening primrose, Vitamin E, German chamomile, and rose and neroli oils, the formula features a base of sweet almond oil and natural beeswax to create a light barrier to guard against irritation and protect areas where wetness is a concern. The balm is a good treatment for eczema, cradle cap, nappy rash and cracked nipples.

RRP: \$14.95 (25g), \$32.95 (100g)

Stockist: [www.aromababy.com](http://www.aromababy.com)



## DISPENSARY CORNER



**TIME** keeps on ticking...not.

The newly revealed London Clock designed to countdown the days until the London Olympics has stopped dead 500 days, seven hours, six minutes and 56 seconds short of its 2012 goal.

"We are obviously very disappointed that the clock has suffered this technical issue," said a spokesperson for the clockmaker Omega.

"We are currently looking into why this happened and expect to have the clock functioning as normal as soon as possible," he added.

**THE** heart of the matter.

A two month old infant, Xin Xin, is currently awaiting surgery after being born with his heart outside of his body.

In a medical phenomenon so rare that it has many in the professional community baffled, Xin's heart is located on the outside of his stomach and is only covered by a thin membrane, which protects it from failure.

"We didn't believe it when doctors told us the black patch on our son's belly was his heart until we saw it beating," Xin's parents said.

Because of the delicacy of the procedure and Xin's youth, doctors have made the decision to wait 30 days until his organs are more developed and strong, before attempting to relocate the heart.

**WOMAN** bites back.

A boa constrictor which bit an Israeli model, Orit Fox, whilst on a photo shoot, has died of silicone poisoning.

According to reports, the snake was posing with Fox when it grew bored and decided to bite into her breast.

Little did the snake know that Fox was a convert of breast augmentation, and it was in fact biting through skin and into a big ball of silicone.

Fox was given a tetanus shot and has since fully recovered from the attack.