

Cephalon closing in

LAST week US suitor Cephalon expanded its shareholdings in Aussie firm Chemgenex to 47.32%.

Regional cancer centre

THE Government has earmarked \$65 million in funding for a new integrated regional cancer centre project to be located on the border of NSW and Victoria.

According to reports, the Albury Wodonga cancer centre will consolidate and expand existing cancer services in the region and build on the cancer treatment facilities at the Albury Campus of Albury Wodonga Health.

"The new project will join 22 other regional cancer centre projects around the country that will be linked to world class hubs in Melbourne and Sydney," said Health Minister Nicola Roxon.

UK hospital pharmacists

THE UK Royal Pharmaceutical Society has created an online video titled 'What do Hospital Pharmacists do?'

To view see www.rpharms.com.

Laxative education needed

PHARMACISTS should step up efforts in educating consumers about the safety profile of laxatives, according to The Gut Foundation.

The call comes on the back of consumer research which found that there are still misconceptions and consumer concerns floating around about the use of laxatives to treat constipation.

"One in six people over the age of 30 have suffered from constipation at some stage in their life³ and there are widespread myths among healthcare professionals and consumers regarding its treatment," said The Gut Foundation President and Gastroenterologist Professor Terry Bolin.

"Constipation is a very manageable condition and it's vital that health care professionals help to educate patients about the best ways to manage constipation to minimise the impact it can have on a patient's health and lifestyle," he added.

To support its push for consumer education, The Gut Foundation has launched a new guide for

healthcare professionals to share with consumers titled *How do I manage constipation*.

Key areas covered in the guide include the role of laxatives in the treatment of constipation, as well as diet and lifestyle choices.

In addition the guide offers helpful tips on how to deal with the side effects of constipation, including constipation.

To access the guide visit www.gutfoundation.com.au or call 02 9382 2749.

Efient reaction alert

EFIENT (prasugrel) may cause rare but serious hypersensitivity reactions, including angioedema, according to a warning letter sent to healthcare professionals by the UK Medicines and Healthcare Regulatory Agency.

The warning is based on MHRA case reports where patients receiving prasugrel have described serious hypersensitivity reactions including angioedema, some of which concern patients with a history of hypersensitivity reactions to clopidogrel.

As a result of the reports, the EU Efient product information has been updated to reflect the drug's potential to cause hypersensitivity reactions, whilst prescribers are also being urged to be aware of the potential risks to patients particularly in the case of those with a previous history of sensitivity to thienopyridines.

ASMI on codeine

THE Australian Self-Medication Industry has issued a statement saying that current controls on codeine-containing analgesics are appropriate and adequate to ensure public health and safety.

The organisation was responding to a letter published in the *Medical Journal of Australia* which described a review of 32 opioid-dependent patients referred to the Drug and Alcohol Services at the Western Hospital, Melbourne over a five year period.

All had medical and psychiatric problems related to their misuse of compound analgesic products.

Circadin changes

CIRCADIN (prolonged release melatonin) has been approved for a change in treatment duration from 3 to now be up to 13 weeks.

Used in the treatment of primary insomnia characterised by poor quality of sleep in patients aged 55 years or over, Circadin is Australia's only prescription melatonin insomnia treatment, and the new indication means it is also now the first prescription treatment for insomnia to be approved for up to 3 months' use.

"The decision to extend treatment with Circadin to 13 weeks is great news for Australians suffering primary insomnia and the healthcare professionals treating them," said Prof Roy Beran, Neurologist and Sleep Physician, Sydney.

"As insomnia can be a long term problem, particularly in elderly patients, having a safe and effective treatment available for up to 13 weeks is an important advancement," he added.

The extension follows on from a large Phase IV placebo-controlled clinical study that found Circadin has both short and long term efficacy in elderly insomnia patients.

FDA STD crackdown

THE US Food and Drug Administration is aiming its sights at the manufacturers of shonky drugs sold online and in retail outlets and which claim to cure, treat or prevent sexually transmitted diseases, in particular Medavir, Herpafloir, Viruxo, C-Cure, and Never An Outbreak.

Manufacturers of the above drugs, which have not been FDA evaluated for safety or effectiveness, have been issued with a warning letter and given 15 days to withdraw their products and/or product claims.

The FDA is also targeting consumers, warning them that there are no over-the-counter or online drugs or dietary supplements available to treat or prevent sexually transmitted diseases, and that appropriate treatment of STDs can only occur under the supervision of a health care professional.

WIN A U LITTLE BEAUTY PRIZE PACK



Pharmacy Daily has teamed up with U Little Beauty, and is giving away exciting prize packs every day this week.

U Little Beauty is a quintessentially Australian natural skincare range that delivers the goods – and looks great!

Every product is made and owned in Australia. Don't be fooled by this clever little Aussies whimsically named products – a bit of rough, butter me up, all washed up and skinny dip. This collection of natural skincare and body care is full of antioxidants, is SLS Free, Paraben Free, and Cruelty Free and is Vegan Certified.

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

Vitamin C is a natural builder of what?

Email your answer to: comp@pharmacydaily.com.au.

The first correct entry received will win!

Hint: Visit www.ulittlebeauty.com.au

Congratulations to yesterday's lucky winner: Meagan Hocking from Better Health Pharmacy Murray Bridge.

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.



Wanted: Less than 420 kilojoules

Slim Secrets latest skinny snack range, **WANTED! Less than 100 calories**, combines protein and fibre with natural flavours to produce a selection of indulgent, filling bars. Containing omega 3 rich chia seeds, the bars are gluten free, contain no artificial colours, flavours or sweeteners, and of course each comes in at under 100 calories (or for those on the metric system, less than 420 kilojoules). **WANTED!** bars come in four tasty flavours: Peach Perfection,

Cranberry Choc and Nuts, Apple and Cinnamon and Vanilla Almond.

RRP: \$2.30 each

Stockist: 03 9822 3121

Kiss withered and wrinkling winter lips goodbye

Sukin has released a brand new weapon in the war to keep lips supple during the harsh winter months, titled **Nourishing Lip Treatment**. Crafted from a base of shea and cocoa butter to lock in moisture, the lip treatment is enriched with jojoba oil and the antioxidative calendula flower to nourish and protect dry, chapped lips. Natural vanilla extract also infuses the treatment with a pleasantly light perfume. As an added bonus the formula was not tested on animals, is 100% vegan and is packaged in an angled applicator for hygienic usage.

RRP: \$7.95 (10ml) (available on shelves from 01 June)

Stockist: 1300 858 898



Serenity Now! for sensitive skin

Trilogy's new Sensitive Skin range includes a SOS serum for upset skin called **Very Gentle Calming Fluid**. Created for skin which is intolerant, irritated and in serious need of TLC, the serum combines natural spring water with sweet almond oil (prevents water loss and has a softening/soothing effect on the skin) and calming antioxidant rich chamomile and calendula. Other key ingredients include olive oil (full of nourishing fatty acids), evening primrose oil (anti-inflammatory which also prevents water loss), soybean oil (anti-irritant), rosemary oil (antioxidant) and green tea extract (antioxidant and anti-inflammatory).

RRP: \$42.95 (30ml)

Stockist: (03) 9533 1336

Give the illusion of real skin

If you are looking for foundation which gives skin a radiance whilst still looking natural then you may want to have a look at **Clairns' Skin Illusion Foundation SPF10**. The foundation is billed as a light reflecting hydrating formula, which contains pink opal powder to give skin a subtle pearlescent radiance, whilst micro silicon beads fill and smooth lines. Texture-wise, the foundation is lightweight and creamy, and glides on effortlessly to provide a soft focus medium coverage. The formula is also perfect for winter months as it features hydrating and protective ingredients which seal in moisture and protect skin from outside aggressors. To top it off, the product has a SPF of 10 and is available in 6 shades.

RRP: \$60.00 (30ml)

Stockist: (02) 9663 4277



Roses to cleanse your face with

Crabtree & Evelyn's Rose Essence Bi-Phasic Cleanser and Eye Makeup Remover is a gentle skin cleanser which combines rosewater with cucumber and cornflower extracts to clean the skin, and leave it soft and lightly scented

RRP: \$34.95 (150ml)

Stockist: (03) 8851 1099

DISPENSARY CORNER



COULD this help with lung function?

A German opera singer, **Claudia Herr**, has found a way to combine her love of swimming with extending her lung and operatic range, after staging a full blown opera in a Berlin swimming pool.

Herr was joined by a cast of singers who popped in the pool with her, singing above and below water, while the orchestra was safely on dry land surrounding the pool.

Whilst singing underwater Herr and the rest of the cast's voices were transmitted onto speakers around the pool, and mixed with sounds sampled from under the Antarctic ice shelf.

The opera itself, **Aquaria Palaoa**, was conceived by Herr and tells the story of a woman searching for the well of eternal youth, who during her quest meets up with a bunch of sealife.

HEALTH and safety in the air.

Hong Kong airlines is taking the health and safety of its air crew to the next level, training them in the ancient art of Kung Fu.

The martial arts training, according to reports, is to help attendants ward off drunken passengers who try to grope or otherwise harm the ladies mid-air.

"It is for their own safety and the safety of other passengers that they learn how to defend themselves," said a statement from the airline.

"This kung fu works best at very close range so it is ideal for a plane," the Sensai said.

SMART house.

A house in the famed US city of Salem has managed to dial the police after enduring months of a leaking pipe which was slowly causing its collapse.

The empty house reportedly dialled 911 when water short-circuited its phone system.

The clever home is said to need extensive repairs, but that may not be for a while as its owner is currently away travelling.