

## Discounters being a pain in the...?

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### Over-the-counter Lipitor

PFIZER CEO, Ian Read, has said the company will introduce an over-the-counter version of Lipitor to offset the loss of the drug's patent at the end of the month.

"There is an intent at some point to have an OTC version of Lipitor in the marketplace," said Read.

The drug however would not be available to the public until at least 2013 due to regulatory processes.

MEANWHILE the company's third quarter results saw it record revenues of \$17.2b, an increase of 7% year on year, with net income of \$3.74b up from \$866m on 2010 third quarter tallies.

"I am very pleased with our financial performance despite the impact of product losses of exclusivity totalling approximately \$950 million this quarter and the challenges posed by current global market and economic conditions," Read said.

## International collaboration

THE final report on the International Active Pharmaceutical Ingredients Inspection Pilot Program has been released, and highlights improved cooperation and confidence between the Therapeutic Goods Administration, the US Food and Drug Authority and the European Medicines Agency.

The program took place over 24 months, ending in December last year, and was designed to enhance information sharing and cooperation on the inspection of manufacturing plants producing active pharmaceutical ingredients.

As part of the program a "master list" was developed which included information on manufacturing sites (name, address, products made, last inspection date and outcome, planned inspection date) provided by each participant.

Feedback forms were also developed for inspectors in order to identify possible differences between an inspection done by a

national team of inspectors and an inspection done by an international team.

According to the TGA, following the improved information sharing between the regulators it is now able to better determine where to place its audit efforts, whilst the alignment of audit schedules now means that regulators are able to avoid duplicated effort and better target resources, at the same time as reducing unnecessary burden on manufacturers.

The TGA's access to audit reports from other regulators also now allows it to be better prepared when audits are deemed necessary.

"The TGA will continue to work with the program partners to refine and enhance the outcomes of the pilot, to identify better ways of collating and sharing information and to identify other opportunities to enhance its clearance program for overseas manufacturers," the TGA said.

### ADHD OK for hearts

A NEW study has found that ADHD drugs such as Ritalin do not raise the risk of serious cardiovascular events for children.

Published in the *New England Journal of Medicine* the study looked at results from 1,200,438 young persons aged 2-24 years and 2,579,104 person-years of follow-up, including 373,667 person-years of current use of ADHD drugs (methylphenidate, dextromethylphenidate, dextroamphetamines, amphetamine salts, atomoxetine, or pemoline), and found that current users of ADHD drugs were not at increased risk for serious cardiovascular events.

Despite this however researchers did say "the upper limit of the 95% confidence interval indicated that a doubling of the risk could not be ruled out".

new

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GSKJPDPR0911

## MOR Australian beauty in pharmacy



LUXURY Australian beauty brand MOR has reported strong support from the industry since the launch of its Essentials range into pharmacies 12 months ago.

"The pharmacy response to the range has been excellent," said MOR's Seray Izlemek (pictured above right, with Helen Sykes of Landmark Agencies).

"As we come towards the one year mark we are definitely seeing strong growth, we have about 450 pharmacies and about eight or nine groups," she added.

Usually the domain of luxury retailers such as David Jones, MOR's natural range of prestigious products have garnered much acclaim throughout the beauty world for their innovative combination of age-old and contemporary ingredients, divine scents and beautiful designer packaging.

The Essentials range was created to reach out to the everyday consumer and includes a 170g Soap Bar, 350ml Hand and Body Wash, 350ml Hand and Body Lotion, 70ml Hand Cream, 250g Body Butter and 170g Fragrant Candle in five fragrance lines: Honey Nectar, Neroli Clementine, Basil and Grape, Black Current Iris, and Sugar Rose Tiger Lilly.

Speaking to PD over the weekend Izlemek said Australian consumers have also reacted "really well to the essentials range".

But the company is not happy just to sit on its laurels, with Izlemek saying that MOR is "wanting to grow" its pharmacy offerings with exclusive pharmacy gift with purchases as well as several new products in the new year.

For information email [info@mor.com.au](mailto:info@mor.com.au).

## WIN A LE TAN PRIZE PACK



Pharmacy Daily has teamed up with Le Tan this week and is giving away **Colour by: Le Tan** prize packs to 5 lucky readers.

Le Tan's instant self-tanners are tinted and deliver a long-lasting, streak-free, natural looking tan in an instant. Keep your skin glowing through all seasons with this **Colour by: Le Tan** prize pack.

For your chance to win, simply be the first person to send through the correct answer to the question below to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

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

Which of Le Tan's  
instant tan products  
contain Vitamin E?

Congratulations to yesterday's lucky winner, **Leisa Forbes** from Health World Limited.



## 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).



### Perfect nails with a touch of butter

**Butter LONDON's** range of **3 Free Nail Lacquers** are created to be in-sync with the top fashion houses, and come in over sixty classic and trendy colours, as well as seasonal releases. The brains behind the range, Nonie Creme, creates the lacquers after sitting down with designers from the top labels and looking at their latest collections and muses, and then crafting a colour specifically for the season. The great thing about the lacquers, aside from their colour, is that they are also each free from formaldehyde, toluene, DBP and parabens.

RRP: \$22.00 (11mls)

Stockist: 02 8065 9012

Website: [www.stylepatisserie.com](http://www.stylepatisserie.com)

### Never be without a natural looking poolside tan

**Lavera's Sun Sensitive Self Tanner** is the only certified organic and natural tanner in Australia. The product uses erythrulose, derived from sugar, and dihydroxyacetone from rapeseed oil, which react with the skin's amino acids to create a natural looking golden tan. Once applied the product takes about four hours to develop, with the results lasting around seven days. The product also contains moisturising aloe vera, rose petals and lavender. As an added bonus, the tanner is safe to use during pregnancy.

RRP: \$34.95 (150ml)

Stockist: 03 9357 7161

Website: [www.biolving.com.au](http://www.biolving.com.au)



### StriVectin-SD has something old, and something new

Anti ageing and stretch mark skin treatment **StriVectin-SD** is relaunching, complete with a new clinical formula. The new formulation boosts peptides to four times the potency of the old product's levels, to drive the production and quality of collagen. In addition the new formula also includes the maximum percent of patented niacin to boost DNA repair, generate energy, build skin barrier, and retain moisture longer. The ingredients list has also been boosted with an additional six botanicals, ceramides, antioxidants, and moisturisers. The new StriVectin promises to fight deep wrinkles and stretch marks and rebuild skin layers, providing week by week results. StriVectin's new formula is scheduled to hit shelves on 23 October.

RRP: \$89 (Intensive Concentrate 60mls), \$149 (Intensive Concentrate 150mls), \$69 (Eye Concentrate 30mls), \$49 (Instant Retexturing Scrub 150mls)

Stockist: Trimex 02 9663 4277

Website: [www.strivectin.com](http://www.strivectin.com)



### Food for your hair

**Hairdresser's Formula Hair Nutrition** is a regime of daily capsules designed to be taken orally to promote thicker, stronger and faster growing hair. There are 19 ingredients featured in the formula, ranging from vitamins, to minerals and bio-marine extracts. Key ingredients include Vitamin C (to improve scalp circulation and maintain capillaries), biotin (to help in production of keratin), Vitamin E (helps oxygen uptake for improved scalp circulation), silica (aids formation of healthy connective tissue), zinc (stimulates hair growth by enhancing immune function) and white tea (antioxidant rich).

RRP: \$28.95

Stockist: 1800 791 381

Website: [www.keysun.com.au](http://www.keysun.com.au)



## DISPENSARY CORNER

**MIND** over contractions.

20-year old Emma French was so determined to pass her driving test that even going into labour hours before jumping in the test car could not stop her.

French awoke at 4am to her waters breaking on the day of her test, but when the baby did not show she decided to shower, get dressed and take her driving exam, booked in for 8.30am.

Fearing she would not be allowed to drive if the instructor knew, French kept her labour secret, enduring four contractions in silence during the course.

"Everyone was telling me to go to the hospital but I had waited so long for my driving test that I was determined to do it," she said.

Fortunately French, who must be one fantastic driver, passed the test in time to drive herself to hospital and deliver her new daughter later that day.

"I am really happy I passed, it's something I wanted to do before I had my daughter to make it easier for me when she was born," she said.

"One good thing about being in labour was it killed any pre-test nerves," she added.

**THINK** you're late for work? don't try this...

A US police officer in Miami is being criticised by colleagues for putting the public at risk after he was arrested driving a patrol car at 193km/h.

According to reports the officer, Fausto Lopez, was busted weaving in and out of traffic by a highway patrol officer, DJ Watts, who said she couldn't even overtake the police car "due to the unit travelling extremely recklessly, in and out of traffic at high rates of speed".

The red-faced officer's excuse for his speedy trip was that he was running late to his off-duty job.

Lopez was later released with a dangerous driving charge.