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PHARMACY ALLIANCE
Freedom to choose

Amylin & exenatide

AMYLIN Pharmaceuticals and Eli Lilly have reached an agreement to end their diabetes alliance and transition responsibility for the worldwide development and commercialisation of exenatide to Amylin, starting in the US on 30 Nov 2011, and progressing to all markets by the end of 2013.

Alzheimers App

A **NEW** Australian developed app has been launched this week to help fight the rising tide of Alzheimer's disease.

BrainApp is based on Alzheimer's Australia's dementia risk reduction program, and allows users to take a health survey about their diet, exercise patterns and lifestyle, while providing tips and ideas about how to improve brain health, as well as new brain-games.

See www.brainyapp.com.au.

Rural pharmacy changes

A **RANGE** of pharmacies outside of Australia's major cities will no longer be eligible for support under rural programs funded by the Fifth Community Pharmacy Agreement, after changes announced by the Pharmacy Guild yesterday.

Only pharmacies located in PhARIA (Pharmacy Access/Remoteness Index of Australia) 2-6 areas will be able to access the programs, with the move effective from next Mon 14 Nov.

The Guild said that previously some regional PhARIA 1 locations were deemed eligible for the support, but the new arrangements will "ensure the programs continue to strengthen and support the rural pharmacy workforce".

PhARIA 1 locations are areas which are considered to have high access to community pharmacy services, with some previously included in the rural programs

because of "historical workforce factors" such as pharmacist shortages and lack of proximity to pharmacy schools.

"The changes have been made following consultation between the Guild and the Department of Health and Ageing, and will provide for consistency across the suite of rural programs," the Guild said.

"They recognise changes in the pharmacy landscape since the programs were first introduced more than ten years ago," it added.

The affected programs include the Rural Pharmacy Continuing Professional Education Allowance; the Rural Pharmacy Scholarship Scheme; the Intern Incentive Allowance for Rural Pharmacies; and the Rural Pharmacy Student Placement Allowance.

The Guild said the changes are being made to ensure alignment with the policy intent of the rural programs funded under 5CPA, as well as "to make the best use of limited funding".

Big tobacco wins US

TOBACCO companies in the USA has struck a blow to the FDA's plans to place graphic warnings on cigarette packets, after US District Judge Richard Leon ruled that the "mini billboards" would violate free speech.

According to the ruling, the graphics would "unconstitutionally compel speech".

Pharmacy BRW list

PHARMACY favourite Total Beauty Network (purveyors of Designer Brands Cosmetics) has been named as one of the country's fastest growing companies in the BRW Fast 100 list.

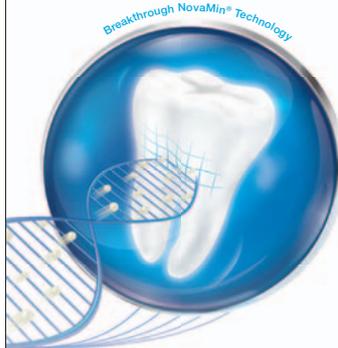
The seven-year old cosmetic company came in at number 69 out of 100 in terms of being the fastest growing, highest turnover Australian business, a ranking which company CEO, Tony Rechtman, said was "an honour".

Moving forward Rechtman said TBN hopes to expand its reach into the American market.

new

TOOTHPASTE THAT HELPS
REPAIR
SENSITIVE TEETH*

*When used twice daily as directed on pack



For the relief of sensitive teeth. ALWAYS READ THE LABEL. Use only as directed. Consult your healthcare professional if symptoms persist. Sensodyne®, NovaMin® and the rings device are registered trademarks of the GlaxoSmithKline group of companies.

GSKJPDPR0911

Pill thrombo link

DANISH researchers have determined that users of oral contraceptives with desogestrel, gestodene, or drospirenone were at least at twice the risk of venous thromboembolism compared with users of oral contraceptives with levonorgestrel, according to a *British Medical Journal* report.

NSW Guild Convention

THE Pharmacy Guild of Australia has announced that it will hold its Guild Pharmacy Academy NSW Convention, at the Novotel Manly Pacific between 24-26 February next year.

Billed as an event which will enable pharmacists to "catch the early wave in 2012 and secure CPD credits", the Convention's educational program will provide both theory and practical sessions.

One such confirmed session will be the Vaccine Accreditation Workshop which debuted at the NSW Convention weekend this year, and which is being bought back by popular demand in 2012.

The weekend will also feature a networking evening and a three-course Convention dinner.

WIN A HOLLYWOOD FASHION TAPE

Hollywood Fashion Tape® is the original, registered trademarked, double-stick tape women use to keep clothing, shoes, and accessories in place. It's specially formulated adhesive is gentle on skin, hypoallergenic and leaves no residue on fabrics.

There are so many fabulous uses for this tape; you will wonder what you did without it! Some of them include:

- ★ Keep bra straps from slipping
- ★ Prevent blouse gaps between buttons
- ★ Secure plunging necklines
- ★ Hold belts, scarves, and straps in place
- ★ Perfect for quick hemming and other emergency repairs
- ★ Keep wrap styles wrapped



Three lucky **Pharmacy Daily** winners a day will win Hollywood Fashion Tape's 36 strips worth \$19.95.

For more information visit www.keysun.com.au or www.hollywoodfashiontape.com.au.

To win, simply be one of the first three readers to send in the correct answer to the question below:

Hollywood Fashion Tape is gentle on skin and is _____, meaning anyone can use it!

Send your answer to comp@pharmacydaily.com.au
Congratulations to yesterday's lucky winners, **Laura Hitchcock** from **SuperPharmacyPlus**, **Han Le** of **Visible Results** and **Kristen Heilman** from **iNova Pharmaceuticals**.

Just one click away from keeping up to date with all the breaking news as it comes to hand...



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.

Polish up your summer look

Polished London nail enamel claims to provide an instant long wearing manicured look. The formula is crafted to provide a strong film, greater gloss, extended wear and importantly, maximum protection to the nail. The enamel is also fast setting, chip resistant and added silicones ensure that the lacquer glides over the nail without leaving ugly pulling and streaking. The range comes in 30 shades, including this season's hottest and brightest colours, Buckingham Blue, High Street (deep purple), Piccadilly (yellow) and London Eye (orange).

RRP: \$7.99

Stockist: 02 8709 8800

Website: www.polishedlondon.com



Live life itch free

Formulated around the anti-irritant and anti-inflammatory properties of colloidal oatmeal **DermaVeen's Everyday Moisturising Cream** is created to reduce the itch and inflammation usually associated with dry skin prone to conditions such as eczema, psoriasis and nappy rash. The cream also helps to normalise the skin's pH levels and to safeguard its barrier function to maintain control of skin prone to drying out. The moisturiser can also be used when flare ups are not present.

RRP: \$8.99 (100ml), \$11.99 (200ml)

Stockist: 1800 630 056

Website: www.dermaveen.com.au

Spray the stuff away

Nasodren is a sinusitis nasal spray developed in Europe, and is now available for sale over-the-counter in pharmacies. Used once daily the spray is an aqueous solution containing cyclamen extract, which helps drain, clear and decongest the sinuses. Nasodren also thins the mucus, opens the sinuses and facilitates rapid draining of retained mucous. Clinical trials of Nasodren found that symptoms such as headaches, nasal congestion and facial pain are significantly reduced, with over ninety percent of patients experiencing cleared nasal obstruction within 2-3 days of initiating treatment.

RRP: \$39.95

Stockist: 1300 790 978

Website: www.nasodren.com.au



Naturally younger skin

griffin+row's natural Antioxidant Night Cream is formulated using high levels of the company's 'centess complex', a blend of six Australian botanical ingredients including the anti-inflammatory centipeda cunninghamii, emollient vitis vinifera, antioxidant santalum spicatum, hydrating undaria pinnatifida, anti-inflammatory lentinus edodes and hydrating agonis fragrans. Together these ingredients boost skin oxygenation, hydration and collagen, whilst also fighting free radical damage. The rich night cream also features aloe vera leaf juice for hydration, grapefruit seed extract for its antioxidant properties and healing natural Vitamin E.

RRP: \$34.99 (75ml)

Stockist: 03 9826 6660

Website: www.griffinandrow.com.au



DISPENSARY CORNER

A VIEW to die for?

A skeleton has been found on top of a ladder enjoying the view at Sydney's Bondi beach.

Rather than a macabre murder mystery, the skeleton is in fact part of the Sculptures by the Sea exhibition currently taking place between Sydney's Tamarama beach and Bondi over a 2km coastal walk, and featuring over 100 sculptures.



NEW school ambulance?

It doesn't look pretty, or even aerodynamic for that matter, but the new e-volvo Multicopter successfully took flight recently.

Boasting 16 propellers, the e-volvo's maiden flight lasted just one minute and thirty seconds, but is being billed as the beginning of a transport revolution.

Designers of the Multicopter have high hopes for their baby, saying it will be used for leisure activities such as sightseeing, as an 'air taxi' and even as an air ambulance.

The e-volvo mounts its 16 propellers to a rigid frame so that it takes off in a manner similar to a helicopter, with the propellers creating full lift and balancing the craft by independent speed controls.

An onboard computer controls altitude and direction, whilst the chopper is piloted via a joystick.



Where would the patient fit?