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PHARMACY ALLIANCE
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Danes cut glucosamine

THE Danish Medicines Agency has removed the reimbursement for medications containing glucosamine effective 28 November, due to a lack of clinical evidence.

The supplement costs the Danish Govt around \$10.8m per annum.

No paracetamol for kids?

UNTIL more research has been undertaken, children with asthma should avoid the use of acetaminophen (paracetamol), according to a new study published in *Pediatrics*.

The article reviewed the evidence of the epidemiologic association between acetaminophen use and asthma prevalence and severity in children, and suggested that paracetamol may have contributed to the recent increase in asthmatic children.

Article author John McBride suggests a variety of observations indicate the causal role of paracetamol in asthma including: the strength of the association; the consistency of the association across age, geography and culture; the dose-response relationship; the timing of increased acetaminophen use and the asthma epidemic; the relationship between per-capita sales of acetaminophen and asthma prevalence across countries; the results of a double-blind trial of ibuprofen and acetaminophen for treatment of fever in asthmatic children; and that the metabolism of acetaminophen provides a biologically plausible explanation for causation: depletion in airway mucosal glutathione that could contribute to vulnerability to oxidant stress.

“Considering currently available data, I now recommend that any child with asthma or a family history of asthma avoid using acetaminophen,” he said.

The Australian Self Medication Industry has responded to the article saying the association between paracetamol exposure and the incidence of childhood asthma remains unclear.

According to ASMI Regulatory and Scientific Affairs Director, Steven Scarff, whilst the examination of evidence is “important”, the article does not shed new light on the link between the pair.

Scarff also noted that McBride concluded that paracetamol use in early life was not an independent risk factor for childhood asthma.

“Paracetamol has been available for more than 50 years and the vast majority of adults and children experience no undesirable effects, when used as directed,” a statement from ASMI said.

“It remains an effective and safe option for the treatment of pain and fever, and is the most commonly recommended over the counter analgesic/antipyretic for use during pregnancy and in children,” the statement added.

Flordis in pharmacy

PHARMACISTS can now order Flordis’ natural medicines through Sigma, Symbion and API as a result of a new distribution agreement.

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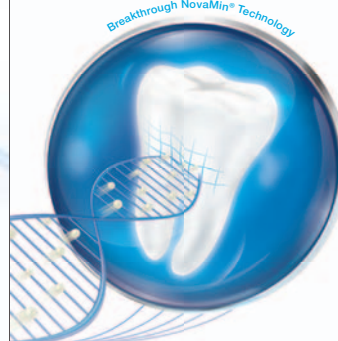
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WIN A KIDDIE BOTTLE



Pharmacy Daily has teamed up with Kiddie Concepts this week and is giving five lucky readers the chance to win an **Adaptable Kiddie bottle**, valued at \$27.95.

Kiddie Concepts, an eco-friendly company based in Melbourne, Australia, has launched its safer, healthier alternative to the plastic children's 'sippy' bottle.

Practical, stylish and safe for kids the Adaptable Kiddie bottle allows you to simply change the top as your child grows.

For more information, visit www.kiddieconcepts.com.au.

To win, simply be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

Is the Kiddie Concepts bottle
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Congratulations to yesterday's lucky winner, **Janenne Wilson** from **Blooms the Chemist Management Services, NSW**.

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CUT COSTS, SAVE TIME



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.

Make a difference to men's health

Herron's Prostate Health Saw Palmetto 1600 is formulated to provide symptomatic relief for benign prostatic hyperplasia (BPH). BPH affects around 50% of men between the ages of 40 and 60 years and an even higher rate of men over 80. Symptoms of BPH include abnormally frequent urination, delayed onset of urination and a weak urinary system. The easy to swallow soft-gel capsules uses a standardised extract of saw palmetto which replicates the therapeutic dose used in published clinical trials.

RRP: \$16.40 (40 tablet bottle)
Stockist: Sigma and API
Website: www.herron.com.au



DISPENSARY CORNER

PREGNANT pause....

A 42-year old British mother to be, Alison Brierly, has admitted to media that her pregnancy has caused some unusual cravings, namely the tasty roadside morsels created by the collision of animal and tire.

That's right, Brierly is craving roadkill.

An artist and taxidermist by trade, Brierly said she usually uses the hides of roadkill to create jewellery, however her "healthy diet" got rather strange when instead of crafting earrings, her body instructed her to cook up the roadkill for a snack.

"It's more gamey than other meat and I love the taste," she said.

"I also don't have to feel guilty about eating it because I know it's had a completely free range and natural life," she added.

Brierly said that her most common roadkill snacks scraped off the side of the road include hare, pigeon, rabbit and owl, but that she is really wanting to try some fox and badger but "they're never in good enough condition to eat".

WATCH out for sunburn.

If the latest reports are anything to go by, nudism is on the rise, and with it, sunburn.

San Francisco's Bare to Breakers race around the city has been in the headlines recently, simply for its sheer popularity.

One might be forgiven for thinking that racing naked is a recipe for disaster, however if the crowds who participate and watch the race are anything to go by, it seems a cheeky 12km nuddie run is just the incentive for many to get fit and get moving.

Many however are left a little red and raw after running under the sun, leading organisers to issue a warning for future entrants, to apply sunscreen liberally.

Protect those party peerers

Summer is the season for parties, and whilst that is great for one's social life, it is not always the best thing for social butterflies' skin. **Trilogy's Age Proof CoQ10 Eye Recovery Concentrate** is packed with antioxidant-rich ingredients to naturally refresh tired eyes. The great thing about this product is that its bottle features a roll-on applicator. This applicator gently massages the eye area and improves circulation, whilst infusing lightening, brightening and tightening ingredients. As the name suggests, the key ingredient in this product is CoQ10 which strengthens and revitalises skin cells. Other key ingredients include caffeine from green coffee which tightens skin and reduces puffiness, as well as jojoba esters which reduce fine lines and increase firmness and horse chestnut to reduce dark circles.

RRP: \$36.95 (7.5ml)
Stockist: 03 9533 1336
Website: www.trilogyproducts.com



Light the summer nights with bright teeth

Ezy White is a new tooth whitening kit designed for quick, safe and easy home use. The **Ezy White Whitening trays** come in convenient individually wrapped moulds which already contain the exact amount of gel required, so as to take the guesswork out of measuring out chemical products. To use, the trays need simply to be unwrapped and pressed into place on the lower and upper teeth. The product takes around 30-45 minutes to work, with results visible in as little as three days.

RRP: \$49.95
Stockist: 03 9761 71 53
Website: www.ezywhite.com.au



Floral explosion in time for summer

Niche perfume house, **Acqua Di Parma's** new **Gelsomino Nobile** is described as a tribute to the "king of flowers", namely Calabrian jasmine. The scent opens up with soft notes of Italian mandarin and pink pepper, before wafts of elegant tuberose lead to the perfume's heart of Calabrian jasmine mingled with orange blossom. The scent closes with earthy notes of cedar wood and musk. Overall the perfume can be described as very pretty, romantic and feminine.

RRP: \$135
Stockist: 02 9663 4277
Website: www.acquadiparma.it

