

Today's issue of PD

TODAY'S PD features two pages of news, plus a full page from Health & Savings on its travel and bird flu vaccine offer (p3).

Parkinson's growth

WITH over 300 late-stage trials for Parkinson's disease drugs in process, the market for Parkinson's drugs will reach US\$3.7b in 2015, according to a Visiongain report. "Parkinson's remains the most treatable of the neurodegenerative diseases, but the industry needs a new approach to supplement dopaminergic therapies," said a Visiongain analyst.

"In coming years, adenosine receptor antagonists will boost the Parkinson's treatment armoury, offering a way to bypass the dopamine system and restore damaged communicational links in the brain," the analyst added.

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quantity tools valued at \$35 to eight lucky *Pharmacy Daily* readers this week.

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What salon quality metal are the tools made out of in the KISS Manicure and Pedicure kits?

Congratulations to yesterday's lucky winners, Joanne Quin from Pharmacy Choice and Janel Wallace of API.

Calls for codeine caution

PEOPLE should take care with codeine, according to Dr Joel Iedema of the Royal Brisbane and Women's Hospital, who added fuel to the growing debate over withdrawing the drug from the market.

The comments, published in this month's *Australian Prescriber*, come in the wake of recent trials which found that whilst it is only a moderately effective painkiller, codeine's efficacy and safety can be difficult to predict in individual patients.

Speaking about the trials, Iedema said codeine's effectiveness was "disappointing".

He also questioned the value of prescription and low dose OTC combination drugs sold in Australia which include codeine and other pain killers such as paracetamol.

"To relieve pain, codeine has to be converted to morphine once in the body," the report said

"However, the rate at which this

happens varies between individuals and some people will have little pain relief," it added.

According to Iedema, in many instances where a codeine combination medicine is used, treatment with paracetamol or an NSAID may be just as effective.

For patients where there is a need for stronger pain relief, Iedema argues for the use of a low dose of the active metabolite morphine, saying it would provide a more predictable response than codeine.

STDs on the rise

LEVELS of gonorrhoea and chlamydia are on the rise according to a report by the Kirby Institute.

The report found that in 2010 the number of Australians with gonorrhoea rose by 25% year-on-year, whilst the numbers with chlamydia rose by 17%.

"We have an epidemic of chlamydia in young adults, particularly in the 15-to-30-year olds," said David Wilson, head of the Kirby Institute's public health surveillance and evaluation program.

This rise in chlamydia, according to Wilson, has the potential to create large-scale future health problems, including inflammatory pelvic disease and infertility.

The report also found a drop in HPV infections, whilst the number of young women reporting genital warts dropped to 3.4% last year.

This number is down from 10.9% in 2007 when the cervical cancer vaccine was implemented.

Stago & Roche divide

ROCHE Professional Diagnostics and Diagnostica Stago have "decided to pursue separate paths in the business of laboratory coagulation" in the territories where Roche distributed the Stago product range.

Roche's exclusive sales of Stago products will continue through to the end of the year, and a three year contract between the pair will also ensure that product supply continues with Roche meeting its contractual obligations.

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New UK medicine service

PHARMACISTS in the UK are now able to offer a range of "advanced pharmacy services," thanks to the launch this week of the New Medicine Service (PD 12 Aug).

The NMS focuses on five clinical conditions: asthma; COPD, type 2 diabetes, antiplatelet/anticoagulant therapy, and hypertension, and sees pharmacists able to offer patients, presenting with a new prescription for the treatment of the conditions listed above, with a one-on-one consultation.

During the consultation, pharmacists will conduct a semi-structured interview to establish any support the patient may need and to answer any questions about the new medicine.

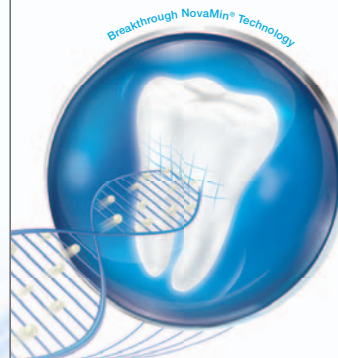
A follow-up appointment is then scheduled two weeks later.

It is hoped the NMS will lead to improved medicines adherence.

new

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REPAIR
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*When used twice daily as directed on pack



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GSKJPDPDRP0911



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.

It's an English tradition

Crafted to invoke the feeling of an English cottage garden, the **Somersby Violets** range includes a 100ml EDT Spray, 75g Body Spray, 125g Perfumed Body Soap, 125g Perfumed Talc and 125ml Hand and Nail Cream. A classically floral feminine scent, the elegant Somersby Violets features top notes of violet and bilberry, a heart of violets, jasmine, mimosa and pink lotus and base notes of heliotrope and vanilla, and is the perfect scent for summer.



RRP: \$19.96 (EDT Spray), \$7.95 (Body Spray), \$5.95 (Perfumed Soap), \$9.95 Perfumed Talc, \$6.95 Hand and Nail Cream
Stockist: 02 8709 8800

Australians love happy feet

Australians need not fear thongs, with the launch of Burt's Bees new **Coconut Foot Crème** and **Natural Peppermint Foot Lotion**. The products are designed to nourish dry and tired feet which have been neglected and hidden in enclosed footwear for the duration of the winter months.

Burt's Bees Coconut Foot Crème is 99.4% natural, and features softening coconut oil, moisturising lanolin and hydrating vegetable glycerin. A hint of rosemary and peppermint oils also helps to revive tired feet. Meanwhile **Burt's Bees Natural Peppermint Foot Lotion** is 100% natural and includes peppermint to reinvigorate aching feet, as well as antibacterial tea tree oil, and antioxidative rosemary oil to help neutralise foot odour. The addition of moisturising sunflower, coconut and wheat germ oils also provides hydration and smoothing for cracked, rough skin.

RRP: \$24.95 Coconut Foot Crème, \$24.95 Natural Peppermint Foot Lotion

Stockist: 1300 855 478

Website: www.burtsbees.com.au



Get an instant healthy glow

Sunless tanning expert, **Le Tan**, has launched a brand new weapon in its fight against pasty white winter skin, **Le Tan Instant Face Tan**. The product is specifically formulated for the delicate facial skin, and provides a long lasting streak free, natural looking tan within seconds of application, ensuring that fake-tan aficionados always have the same coloured face as their body. The formula is enriched with Vitamin E to hydrate and repair skin, as well as the potent antioxidant lycopene to protect the skin from environmental aggressors and shield it from premature aging. Le Tan Instant Face Tan is dermatologically tested and is suitable for all skin types. To apply, simply flip open the lid and evenly distribute a pea sized portion of the tanner over the face.

RRP: \$7.99

Stockist: 1300 650 981

Website: www.letan.com.au

Put a spring back in your step

Life Space Liquid Joints contains a combination of a vegetarian friendly Glucosamine HCL 1500mg, MSM 400mg, Boswellia 350mg and other nutrients, to reduce joint pain, inflammation and improve joint mobility. The measurement of each of the ingredients is based on levels shown in clinical trials to be effective in the treatment of osteoarthritis, and its liquid format ensures fast absorption. Pleasantly flavoured with natural coconut, Liquid Joints does not require refrigeration, does not contain any added colours, and is 100% gluten and lactose free.

RRP: \$29.99

Stockist: Available through API and Symbion

Website: www.mylifespace.com.au/retailer



DISPENSARY CORNER



IT'S a dogs world.

Nestle Purina has produced a 24-second TV advert for Beneful dog food, which features sounds only dogs can hear.

The ad is designed to attract dogs to the screen using a high pitched dog whistle, which the company hopes will then draw their owners to watch and buy the product.

According to animal behaviour experts, the noise in the ad will have an effect on the majority of dogs within earshot of the television, however almost no humans will be able to hear the noise.

The ad features a dog twitching its ears as its owner squeaks a toy (at this point the whistle blows, followed by another whistle later in the ad).

The ad will debut in Australia later in the month, and will roll out to other countries worldwide before the end of 2011.

NATURAL order askew.

A Jackass Penguin, native to the waters of South Africa, has been seen frolicking in the waters of Southsea Beach, near Portsmouth in the UK.

The penguin was spotted by holidaymakers enjoying riding through the waves during the local heatwave over the weekend.

Later the same day another pair of beachgoers saw the adventurous bird diving in and out of the waves.

"I couldn't believe it when I saw it swimming around away just six foot from me," said one onlooker, Joanne Gordon.

Jackass penguins are an endangered species and theories are rife as to how the bird made its way 9,500km from home to an English beach, in the middle of the hottest recorded weather for decades.

Some scientists are positing that the penguin was separated from its group whilst following a food trail through the Atlantic.



Health & Savings

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Your Travel and Early Bird Flu Vaccine Offer

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Phone

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Your Order

ADACEL Pertussis Vaccine Acellular Combined with Diphtheria and Tetanus Toxoids (adsorbed)	AV8180 + XXBONUS030 \$33.50 each	Singles	
DUKORAL Oral Inactivated Cholera Vaccine	AV8170 + XXBONUS020 \$44.95 each	Singles	
havrix inactivated hepatitis A virus vaccine	SKN3708 + XXBONUS018 \$56.75 each	Singles	
TYPHIM Vi Salmonella Typhi Vi Polysaccharide Vaccine	AV8020 1 unit \$38.80, 10+ \$35.60, 20+ 34.50	Singles	



Early Bird Flu Offer

influvac Inactivated influenza vaccine [surface antigen]	1844455 \$7.70 each	Singles	
		March	
		April	
		May	

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* Prices are excluding GST.

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