Pharmacy

Wednesday 19 Oct 2011 PHARMACYDAILY.COM.AU

Spending too much time in the back office?

Click here for immediate relief.



PHARMACY ALLIANCE

Freedom to choose

High organ donation

AUSTRALIA'S level of organ donation and transplantation is at the highest its ever been (since national records began), according to the Department of Health.

So far, this year 763 Aussies have received organs from 254 donors.

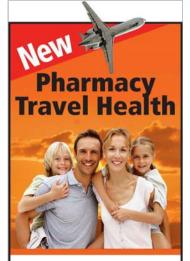
See www.health.gov.au.

Diabetes Symposium

THE University of Western Australia is encouraging pharmacists to attend its Multidisciplinary Diabetes Symposium this Saturday.

Taking place at the Theatre Auditorium of the UWA Club between 8.30am and 4.30pm, the Symposium will include presentations from across the spectrum of health professionals covering all things diabetes.

Program and registration details can accessed by **CLICKING HERE**.



A powerful category to generate new customers & sales for your pharmacy.

- Build your referral network with Travel Agents and GPs.
- Become a 1st choice community destination for travel health?

For information CLICK HERE

FeelGood

University research boost

GRIFFITH University is hoping to increase the role community pharmacy plays in working with Australians living with a mental health condition, with a new three year research project.

Funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement Research and Development Program, the research will explore the specific medication needs of mental health consumers.

The spotlight will also fall on consumer expectations and experiences of community pharmacies, as well as the partnerships between patients, carers and pharmacists.

Led by Associate Professor Amanda Wheeler from the School of Human Services and Social Work, the research team brings a diverse range and depth of multidisciplinary experience to the project including mental health, pharmacy practice, and behavioural change experts, who will work closely with consumers and carers as key informants, educators and research participants.

"The research will aim to help mental health consumers better manage their medication and to potentially capitalise on consumer opinion that has described the community pharmacy as a more relaxed environment where information about treatment and other services can be discussed," said Wheeler.

Around 500 mental health consumers, carers and industry leaders from Qld, NSW and WA will be involved during the first stage of the project, as well as 300 community pharmacies.

The information gained from the first stage of the project will be used to develop and implement an online educational package for pharmacy staff.

The second stage of the project will see mental health consumers re-interviewed about their experiences of the newly-trained pharmacy staff and the support on offer; whilst the third stage will involve 1,000 mental health consumers who struggle with medication and 100 pharmacies and will see the development of a collaborative strategy which will signal a nationwide implementation of the plan as guided by the Pharmacy Guild of Australia.

For more information phone 1800 600 687 or email

ADHD adjustments

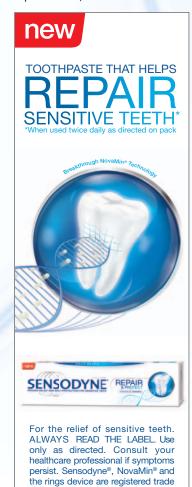
NEW guidelines released by The American Academy of Pediatrics (AAP) stipulate that children can be diagnosed with Attention-Deficit Hyperactivity Disorder (ADHD) from four years of age and upwards.

These new guidelines mark a significant shift from past AAP precedent which held that the condition could only be diagnosed in children starting from age six.

The new guidelines recommend that in children aged 4-5, doctors should first try behavioural interventions, with methylphenidate to be considered only in moderate to severe cases where behavioural treatments have failed.

"Because ADHD is a chronic condition, it requires a team approach, including the patients, their parents, the pediatrician, therapists, and teachers," said report author, Dr Mark Wolraich.





marks of the GlaxoSmithKline group

GSKJPDPDRP0911

of companies



PHARMACYDAILY.COM.AU

rmacy Just one click away keeping up to date the breaking nev

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.

Stay hydrated in the face of summer

Recently awarded the Best Facial Refresher by the UK Cosmopolitan magazine, Trilogy's Hydrating Mist Toner is fresh burst of hydration for thirsty skin. Perfect for the coming summer months, the spray toner contains lavender to soothe, antioxidative geranium to help stimulate circulation and calming rose to soften and hydrate skin. What's great about this toner, apart from its sweet soft scent, is the fact that it is alcohol free, meaning it won't irritate or strip skin like many toners tend to do. The toner also works to help balance and maintain skin's natural pH level, and is great for long haul flights to perk up dull dehydrated skin.

RRP: \$26.95 (100ml) Stockist: 03 9533 1336

Website: www.trilogyproducts.com



Drink yourself radiant

Simply Radiant is Australia's first anti-oxidant drink to contain FloraGLO, a patented lutein ingredient derived from the marigold flower which has a protective effect on eye health as well as the ability to aid in the reduction of the appearance of wrinkles. The berry flavoured beverage is deep purple in colour and is packed with ingredients which act to increase skin hydration and elasticity, as well as to promote healthy skin and provide nutritional support for the production of collagen. Ingredients include blackberry, elderberry, strawberry, pomegranate, orange, Vitamin C, green tea extract, goji berry, rosehip and cocoa seed extract.

RRP: \$49.95 (14 sachets)

Stockist/Website: www.simply-radiant.com.au

Men find Rapport with Sport

The new offering from pharmacy favourite, Rapport, is Rapport Sport, a fresh masculine fragrance designed to suit 'today's active man'. The scent features top notes of zesty lemon, bergamot and fresh spearmint, heart notes of jasmine, plum, nutmeg and cumin, and base notes of vanilla, musk and amber. Blended together the scents create a clean crisp scent that is long lasting without being overpowering.

RRP: \$39.95 (EDT Spray 100ml), \$29.95 (EDT Spray 50ml), \$24.95 (Aftershave Lotion 50ml), \$14.95 (Deodorant Body Spray)

Stockist: 02 8709 8800



Antioxidant in a bottle

Containing potent antioxidants including Japanese knot weed (resveratrol) 10,000mg, grape seed 10,000mg and milk thistle 2,500mg, Life Space Liquid's Antioxidant is formulated to help protect key cell components from the oxidative damage caused by free radicals by neutralising them. The product also contains healing Vitamin E with antioxidants: Vitamin C, selenium and amino acid N-Acetyl-Cysteine, and immune boosting zinc, whilst its liquid format allows for fast absorption. As an added bonus the natural flavours of orange and mango make it easy to swallow. Life Space Liquid Antioxidant is also suitable for sensitive systems as it is free from gluten, lactose and added colours.

RRP: \$29.99

Stockist: Available through API and Symbion Website: www.mylifespace.com.au/retailer

Aussies feel the pain

ONE in two Australians suffer from joint and muscle pain which impacts their day-to-day activities, a new study from Blackmores has claimed.

According to the survey results 47% of respondents said that they struggle to play sport due to their pain, whilst 37% said it is hard to get out of bed in the morning because of joint or muscle pain.

"Our research found that even though the majority of people suffer from some type of joint or muscle pain, they are not necessarily doing anything about it," said Blackmores' Director of Education, Pam Stone.

"We see a strong role for pharmacists in educating Australians on the importance of managing their pain so that it doesn't impact on their daily life," added Blackmores' marketing Manager, Carmen Coulter.

The research, which follows the launch of the company's natural pain relief cream Flexagil earlier in the year (PD 29 Jun) also revealed that 85% of Aussies would prefer a natural active ingredient to relieve their pain.

DISPENSARY CORNER

TEACUP animals are clearly the way of the future.

Researchers from the National University of Singapore have posited that animals and plants are shrinking as a direct result of climate change.

They trawled through past studies and fossil records and found that species including spiders, bees and ants have over the years shrunk in relation to the warming climate.

According to the researchers, for every degree of warming, marine invertebrates shrink 0.5 to 4%, whilst fish downsize between 6 and 22%.

The researchers hypothesised that the reason for the shrinkage may be that smaller creatures survive better in the heat, and that animals may be evolving to compensate for current changes.