

Stock levels giving you a headache?

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PHARMACY ALLIANCE
Freedom to choose

Xigris withdrawal

ELI Lilly has issued an immediate withdrawal of its Xigris(R) [drotrecogin alfa (activated)] product in all markets.

Xigris is a recombinant form of human Activated Protein C and is used as an anticoagulant, anti-inflammatory with fibrinolytic properties.

It's approved in Australia, the US, Canada and the EU for the reduction of mortality in adult patients with severe sepsis, but a recent study found the drug did not provide a significant reduction in 28-day mortality in patients with septic shock.

Eli Lilly chief medical officer, Timothy Garnett, said the findings call into question the risk-benefit profile of the drug, but defended its original approval saying the unexpected results could be due to advances in sepsis treatment over the last decade.

Full disclosure from Guild

THE Pharmacy Guild has today announced that its healthlinks.net offshoot "will move to ensure disclosure to consumers of professional or administration fees paid to pharmacists by sponsor pharmaceutical companies for IT facilitated professional programs".

The move follows the ongoing controversy over the \$7 fee paid by Pfizer for referral of patients to its Lipitor patient support program.

The Guild said the professional payments are appropriate "and could hardly be deemed excessive."

"Therefore, as health professionals, pharmacists have nothing to hide," according to Guild President Kos Sclavos.

"These programs focus on medication compliance which is universally acknowledged as a desirable health care goal," he said.

Fairfax newspapers have today highlighted other payments made by GlaxoSmithKline for medication compliance programs, but the Guild has defended them as "important beneficial professional programs which the Guild supports."

Under the GSK programs no private patient information is relayed to the manufacturer, and existing GuildCare consent forms

already disclose that payments from sponsor firms may be made in some cases.

Sclavos said that most of the advice given by community pharmacists to patients all over Australia every day is given free of charge to the patient, without any payment to the pharmacist.

"Where a payment from another source, such as a pharmaceutical company, underpins the provision of a service to a patient, it is fair to expect that such an arrangement is disclosed, and the Guild supports the decision by healthlinks.net to ensure that disclosure is made," Sclavos added.

Zyprexa approval

THE US FDA has approved the first generic versions of Zyprexa (olanzapine tablets) and Zyprexa Zydus (olanzapine orally disintegrating tablets) to treat schizophrenia and bipolar disorder. See www.fda.gov.au.

Terry's healthy heart

TERRY White Chemists has launched a new 20 minute Heart to Heart health check program, designed to provide patients with a snapshot of their heart health.

Priced at \$20, the heart check looks at total cholesterol and HDL Cholesterol, blood pressure and body mass index.

PAC needs price change

THE National Australian Pharmacy Students' Association is calling for more competitive student pricing for next year's Pharmacy Australia Congress.

Fresh from this year's congress NAPSA National President Timothy Mizzi praised the gathering saying it "provides an opportunity for students to experience some realities of and engage with the profession, in a context of future focus".

"It would be fantastic to see PAC12 more competitively priced for students, to entice more of our members to access the benefits of attending events such as this."

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 trade marks of the GlaxoSmithKline group of companies.

GSKJPDPRP0911

Reform this weekend

PHARMACISTS and their staff are being reminded that they can receive Continuing Professional Development points for attending the upcoming Reform conference which will take place at the Penrith Panthers club on Saturday.

Presenters will include Tony Ferguson himself, along with John Bronger and Hilary Kahn of Feelgood Guide - see p3 for details.

New Headspaces

THE number of Headspace sites in Australia is set to double due to a \$197m Govt investment in the youth mental health program.

A total of 90 sites are now planned across the country in NSW, Vic, Tas, Qld, WA and SA, which collectively will reach up to 72,000 young Australians each year.

WIN AN EMU SPIRIT PACK



This week **Pharmacy Daily** is giving 10 lucky readers the chance to win an Emu Spirit Pamper Bundle, courtesy of **Emu Spirit**.

Our Pamper Bundle is the perfect combination for those who cherish their skin.

Each bundle is valued at over \$110 and contains: 1 x Moisturising soap bar, 1 x 100g Day Crème Refresh and Renew, 1 x 100 g Night Crème Repair and Restore and 1 x 125ml Oil of Emu.

Emu Spirit's Oil of Emu is a natural anti-inflammatory that can be used to treat all aches and pains to skin conditions such as psoriasis and eczema. Best of all, Oil of Emu can also be used to promote general health and wellbeing and is a wonderful source of 'skin food' to assist dry itchy skin, scars, and fine lines.

For your chance to win an Emu Spirit Pamper Bundle, simply be one of the first two people to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

What is the name of Emu Spirit's unique patented rendering process?

Hint! Visit Emu Spirit website at: www.emuspirit.com

Congratulations to yesterday's lucky winner, **Kaye Hazel** from **Angel Medicine**, NSW.

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.

Never fear, advanced oil care is here...

Dove Hair is opening up access to hair oil products for those unable to spend a fortune on salon formulations, with its latest **Nutritive Therapy Nourishing Oil Care** range. Exploiting the nourishing and smoothing benefits of oils, the range uses natural weightless nutri-oils, known for their short chain molecular structure which allow them to move over the hair easily and penetrate deep into the hair shaft. The lightweight natural oils help to replenish lost lipids and act like cement to hold protein within the hair shaft keeping it healthy and supple. The range consists of a **Dove Nutritive Nourishing Oil Care Shampoo** and a **Nourishing Oil Care Conditioner**, as well as a **Dove Nutritive Oil Care Treatment** which is said to reduce roughness and frizz by 99%.

RRP: \$6.49 Dove Nutritive Nourishing Oil Care Shampoo (300ml), \$6.49 Dove Nutritive Nourishing Oil Care Conditioner (300ml) and \$9.99 Dove Nutritive Oil Care Treatment (40ml)

Stockist: 1800 061 027

Website: www.mydove.com.au



DISPENSARY CORNER

BRUSH your teeth and get into bed early!

It's not the ghosts and ghouls that scare one US dentist on All Hallows Eve - it's the tons and tons of candy consumed by children across the country.

To somewhat relieve his fear, Craig Callen has made a public offer to pay children US\$1 for every half a kilogram of lollies surrendered to him.

As an added incentive Callen is even throwing in a free toothbrush.

For children that may feel hard done by the deal, Callen said they will still have the "fun of trick-or-treating" but that instead of cavities they will gain money.

SOMEONE may need hydration salts, a Panadol and some muscle gel after this effort.

A seriously strong man from Syria has wowed crowds with his efforts pulling a 100-ton train along rusted train tracks at Kadam train station.

Cheered on by hundreds of onlookers the man began his stunt by doing a few push-ups before strapping himself into a harness attached to the train and pulling it for several metres using his hands and feet against the rungs of the tracks for leverage.

"The difficulty is at the beginning with getting the carriages to move, this needs great strength, more than 100 horses," said train engineer Mohamad Youssef.

WOULD you like a heart-attack with that?

A US burger joint has unveiled its new menu item: the 153kg Absolutely Ridiculous Burger.

At a cost of \$2,000 a pop, the burger has a kilojoule count of 2.1m and takes 22 hours to cook.



Everyone loves a summer Carnivale!

Designer Brands is entering the warmer months with a bang, launching its new spring/summer **Carnivale Collection**. Based on the latest runway trends, the range focuses on attention-grabbing bright and bold blocks of contrasting colours for on-trend drama. For the eyes Designer Brands has created three four-shadow palettes which pair bold colours with complimentary neutral tones including: Rumba in Rio, Shake and Shimmy and Copacabana. Adding extra eye-popping factor are Designer Brands' current runway darlings: Jade, Silver and Navy Glitter Eye Liners. The Carnivale line also features statement lipstick colours including Vivid Mauve, Tangerine Glow and Red Hit Red which glide on smoothly for long lasting lip colour. Completing the look are the new nail lacquers, in hot party colours including Carnivale Fiesta, Pink Flamingo and Tutti Frutti.

RRP: \$8.99 Carnivale Palettes, \$8.99 Glitter Eyeliner, \$6.99 Carnivale Lipstick, \$5.00 Carnivale Nail polish

Stockist: 1300 765 332

Website: www.dbcosmetics.com.au

A few drops of sunshine for kids

OsteVit-D Children's Oral Drops are flavoured butterscotch to ensure children enjoy taking their daily dose. The drops require no refrigeration and each bottle contains 75,000 IU of Vitamin D, providing around 187 doses of 400 IU. The drops do not have any oily aftertaste and include an integrated dropper for easy administration directly into the child's mouth. The drops can also be added to milk or juice if required.

RRP: \$10.95 (15ml, 6 month supply)

Stockist: 1800 653 373

Website: www.keypharm.com.au



A quick 12 hour goodbye

Clearasil's new 12-hour **Ultra Rapid Action** range reduces pimple size and redness in around 12 hours. The range includes a **Rapid Action Deep Pore Gel Wash** and a **Rapid Action Daily Cream Wash** which both work to remove bacteria, dirt and oil from the skin to unblock pores. Also included in the range is a **Rapid Action Deep Pore Scrub** which manually exfoliates dead surface cells, oil and bacteria to help eliminate pimple causing factors.

RRP: \$13.99 (Pore Gel wash), \$13.99 (Cream Wash) and \$13.99 (Pore Scrub)

Stockist: 1800 226 766

Website: www.clearasil.com.au

DON'T MISS OUT

Have you registered yet?

- ◆ How an advice beats price model can work in your pharmacy ?
- ◆ How to maximise weight loss opportunities,
- ◆ How to capture sales from the dispensary to the front counter,
- ◆ How to reward consumers for return business

Set your own **Landmark** at the **Reform Conference**

Where and When:

Penrith Panthers Mulgoa Road, Penrith, NSW 2750

Saturday 29th October 2011 8.30am - 5.30pm

Networking Drinks on conclusion

limited seats available ... **Only \$20.00** per pharmacy to attend

Guest speakers attending



John Bronger, Tony Ferguson and Hilary Khan

Register now online www.reformmanagement.com.au

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