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Psoriasis petition

PSORIASIS Australia is encouraging Aussies affected by psoriasis to join forces and help raise awareness of the disease, dispel common misconceptions and push for a "better deal" on new treatments.

As part of this push, the organisation is asking for sufferers to write about their experiences in a new online petition, designed to highlight the need for access to new treatments.

The move follows a recent online survey of sufferers which found that 61.4% believe that psoriasis is a serious condition that impacts the body's overall health and wellbeing, whilst nearly seventy percent restrained from engaging in social activities because of how they think people may feel about their psoriasis.

To join the 'Got Psoriasis? Don't Hide' petition **CLICK HERE**.

No future withdrawals?

DRUG addicts may, in the future, be able to come off heroin and other addictive opioids without withdrawals, thanks to new research by scientists at the University of Sydney.

Published in *Nature Neuroscience* the research describes a protein (GABA transporter 1, GAT-1) in nerve cells that drives the withdrawal response (including chills, sweating, cramps, elevated heart rate and pain sensitivity).

"We have identified a protein in nerve cells that is driving the withdrawal response," said senior author, Prof MacDonald Christie.

"When we either remove that protein from the brain or block it with experimental medications, then we can block withdrawal response and the aberrant activity of the nerves responsible for the painful withdrawal," she added.

The GAT-1 protein causes symptoms due to its excessive electrical activity in the brain during the withdrawal phase.

This activity in turn stimulates nerves to behave aberrantly and causes withdrawal symptoms.

"These highly excited nerve cells release more GABA, the neurotransmitter associated with the protein GABA transporter, and this GABA release decreases the chemical messages sent to other brain regions," said study lead author Dr Elena Bagley.

"The downstream dampening of

signals to key brain regions such as the hypothalamus produces many of the withdrawal symptoms".

The study explains for the first time why certain medications currently used to treat withdrawal symptoms work.

"Now that we now know why compounds that block the GAT-1 protein work, we hope to be able to design medications that better target the activity that causes the withdrawal symptoms without targeting the other functions of the protein," said Christie.

It is also hoped that the research will lead to the development of drugs for use when withdrawing from other addictive substances such as nicotine.

Coalition slams Guild

THE Pharmacy Guild of Australia is again under fire, this time from the Pharmacist Coalition for Health Reform (PCHR) over its deal with genetic testing and weight loss company, MyGene.

"Pharmacists have accepted primary health care roles, but actions and advice should be based on a broadly accepted evidence base," said PCHR spokesperson Yvonne Allinson.

"Patients can be better supported through programs developed by leaders from across the profession working transparently with government, consumers and other health professionals to find new ways of working and new funding models that might eliminate deals such as this," she added.

Contact dangers

THE FDA is warning consumers over the dangers of decorative contact lenses, see www.fda.gov.

Heart breakthrough

A GROUP of Australian scientists have created a way of reliably producing heart cells in a laboratory setting, a feat which unfurls untold potential for drug development.

Published this week in *Nature Methods*, the Monash University led team were able to isolate human heart cells produced from embryonic stem cells by turning them green.

"We linked a green fluorescent marker - originally from a jelly-fish - to a gene found in heart cells, causing them to glow," said head researcher Dr David Elliott.

"Using this cell line we have discovered two new cell surface proteins that we can use as 'handles' to allow us to grab only the cardiac cells from cultures containing different cell types.

"Importantly, we can use these handles to isolate and study cardiac cells grown from the stem cells of heart disease patients, and, in this way model heart disease in a dish," he added.

The research is particularly important because up until now the development of heart disease drugs has been held back by a lack of a dependable supply of heart cells for experimentation.

"We are now starting to make significant steps in the search for stem cell based therapies for heart disease and our findings will drive further research," said researcher Professor Andrew Elefanti.

new

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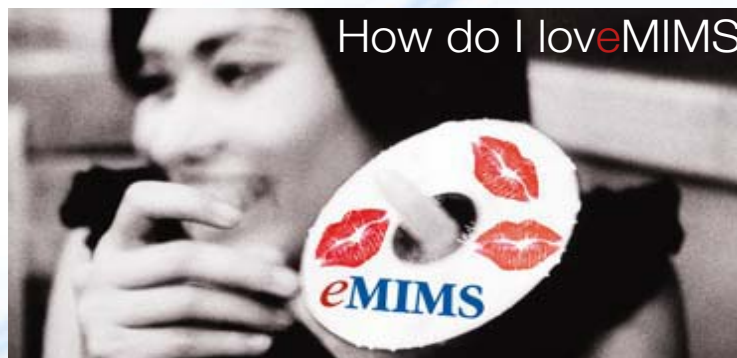
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HIV/AIDS winners

THE Australian medicines industry's most prestigious accolade, the Pat Clear Award, has this year gone to a consortium of pharmaceutical companies under the title The Collaboration for Health in PNG.

Consisting of Pfizer, MSD, GSK, Boehringer-Ingelheim and Gilead, the consortium has worked with NGOs since 2003 to combat the rise of HIV/AIDS in Papua New Guinea.

The Collaboration for Health also provides workshops for doctors, nurses, health administrators, counsellors and lab technicians, as well as professional counselling support and HIV care.



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Weekly Comment

Welcome to
Pharmacy Daily's
weekly comment
feature.

This week's
contributor is
Clint Dowdell,
HiLife Health and Beauty's
skincare and beauty expert.



Make Christmas work for you

Packed with Christmas cheer?

Or perhaps feeling the ever-growing nausea of the festive season's sometimes less than desirable shoppers?

How can we turn this into a win-win situation for both your staff and customers?

In three easy steps we can get through the silly season with a few old fashioned sales techniques.

Firstly, smile! Taking it back to basics with the greeting of a customer, make sure it's sincere and shows them that you really are here to help and make this crazy time easier for them.

Secondly, listen.

By really pin pointing what it is that your customer is looking for you can achieve better sales.

Not just what they want, but why they want it.

"So it's a present for a friend who lives up the coast?"

Great well the Nude Heroes Kit is perfect as its great value and easy to travel with."

Kits are a sure-fire lift in sales this time of year, so utilise them and display them well to avoid January clearance!

Finding out "why" leads you to our last step, problem solving.

"Now if you are heading up the coast, have you got yourself a good sunscreen?"

Finding solutions to solve their needs that they may not have even thought about is a sure way to please, and you will gain satisfaction through having positive, not grumpy, customer interactions.

Merry Christmas!

Pharmacy Reform launch

PHARMACY group, Reform Management, debuted its wares to pharmacists over the weekend at its official launch Conference.

The group, is founded by the same Director as Health and Savings, Peter Nelson, and is, according to Nelson, all about industry reform.

"With the current industry reform's coming up the company is about both reforming the pharmacies and reforming the suppliers, so they're all working together to maximise growth," Nelson said.

Speaking to **PD** at the conference, Nelson said the idea germination for the company started four years ago, with its creation and launch in direct response to pharmacy and supplier feedback.

"Suppliers were unhappy with compliance: they've been offering deals to pharmacies but a lot of pharmacies aren't actually using those deals, and from pharmacists' side of things they've been paying a lot of groups fees but not getting the benefits of paying those fees," he said.

Reform is free for pharmacists to join, has no contracts or ongoing fees, and according to Nelson,

offers higher wholesale terms, as well as better generic and over-the-counter medicine deals, than other major pharmacy groups.

"It's an easy thing for pharmacists to choose what part of the Reform package that they actually want," Nelson said, adding that pharmacists can break up the Reform offering and take only the parts that they want.

"For instance they may want our wholesale deal but not our generics deal and that's okay," he said.

"That way it's better for the pharmacy because they are compliant to what they are choosing, and it's better for the supplier because they actually have pharmacies that are willing to use their product," he added.

In addition pharmacists are not restricted to Reform's preferred suppliers.

Since its launch on 01 September Nelson said the group had been inundated with interest from pharmacies, with 14 having signed up last month alone.

"It's moving along at a rapid rate," he said.

For more Reform details visit www.reformmanagement.com.au.



DISPENSARY CORNER

DREAM dental work.

What began as a simple dental procedure could end up costing one Beatle's fan as much as \$25,000 at auction.

The procedure involved the removal of one of John Lennon's rotted molar teeth by a dentist in the 1960's, and the sale of that tooth at auction more than 40 years on.

According to reports, Lennon gave his discarded tooth to his then housekeeper, Dorothy Jarlett, who he affectionately referred to as Auntie Dot.

Auntie Dot, for who Lennon named his dog Bernard after her late husband, passed the beloved molar onto her son when she died, and it is her son who is now selling it at an upcoming UK auction.

NEW Christmas stock?

Perfumer Victoria Brookes has designed a new range of specialty fragrances in the lead up to the Christmas season.

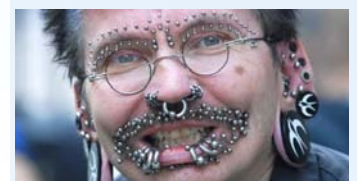
Titled Eau-de-Burton, one of the new unusual scents is designed to smell like the city of Burton, and features wafts of Marmite, leather, pickle and beer.

Speaking about her newest creation Brooks' said she does not expect it to be popular and that it is "more of a novelty item for die hard Burtoians who might want to give their loved ones something a bit different in the run up to Christmas".

NO pain, no gain.

Rolf Bucholz has claimed the title of World's Most Pierced Man, after having clocked a massive 453 piercings.

The 52-year old metal man is employed as a computer expert and boasts 25 eyebrow piercings, eight nose piercings, 94 lip piercings and a staggering 278 genital piercings.



The man who is fixing your computer...

WIN A LE TAN PRIZE PACK



Pharmacy Daily has teamed up with **Le Tan** this week and is giving away **Colour by: Le Tan** prize packs to 5 lucky readers.

Introducing Australia's favourite artificial tan & original award winning formula- **Le Tan Self Tan**. The confidence of bronzed glowing skin

is just a spray, pump or squirt away with **Le Tan's** instant & wash-off formulas.

Le Tan's instant self-tanners are tinted and deliver a long-lasting, streak-free, natural looking tan in an instant. Keep your skin glowing through all seasons with this **Colour by: Le Tan** prize pack.

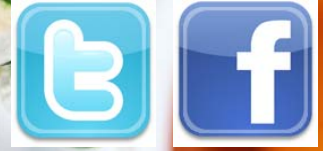
Each **Colour by: Le Tan** prize pack includes **Le Tan in Le Can** 150g in Deep Bronze, **Mini Le Tan in Le Can** 45g in Bronze, **Flawless Legs** 75g in Deep Bronze, **Foaming Mousse** 110ml in Deep Bronze and **Instant Face Tan** 75ml.

For your chance to win this exciting prize pack, simply be the first person to send through the correct answer to the question below to: comp@pharmacydaily.com.au

Hint: Visit www.letan.com.au

**Le Tan's instant tan range includes
which products?**

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Pharmacists raring & ready to Reform

REFORM Management in conjunction with Landmark Agencies Australia hosted the first Reform Conference at Penrith Panthers last Saturday. *Pharmacy Daily* was there too and took these exclusive photos with lots more for viewing at www.pharmacydaily.com.au/photos.



ABOVE: Talking business is Reform Director Peter Nelson with Andrew Mina of Harrington Park Pharmacy and Adel Eskander of Adel's North Richmond Pharmacy.

RIGHT: Pharmacists Hector & Silva Destro from Destro's Pharmacy located in Drummoyne, Sydney.



RIGHT: Feeling pretty good! Hilary Khan and Peter Lusted from Feel Good Guide. Hilary was one of the key note speakers at the Reform conference.



ABOVE: The lovely Helen Sykes of Landmark Agencies Australia (coordinated the event) with Seray Izlemek from MOR Cosmetics, showcasing her range of stunning MOR products.



ABOVE: PGA Events Manager Rob Keen with speaker Rosemary Cummins.

LEFT: Michelle White of Novartis with Pharmacists Candace Trankle & Renee Bunting of Glenbrook Village Pharmacy with little Hayden & celebrity cut-out Andrew Gaze.



ABOVE: The Reform conference attracted some fabulous key speakers including John Bronger from Chemistworks, Tony Ferguson of Tony Ferguson Weightloss Program and John Gearing from Pharmacy4u (pictured).

