

Pharmacy DAILY

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PHARMACY ALLIANCE

Freedom to choose

CHOICE OF 3 MEMBERSHIPS

Australia's largest independent pharmacy support network.

Nurofen complaint

A TV commercial for Nurofen is likely to be taken off the air after the Therapeutic Goods Complaints Resolution Panel ruled that claims about the drug providing "targeted relief from pain" and going "straight to the source of pain" were misleading and asked Reckitt Benckiser to withdraw the ad.

WIN A FABULOUS MIRROR SHINE



PD has teamed up with **Keysun** and is giving away Fabulous Mirror Shine to three lucky readers every day this week.

Mirror Shine protects your nails and helps to give them strength. No more chipping, No more breaking! It also

has a quick dry application allowing nails to dry in seconds!

To win, simply be one of the first three people to send in the correct answer to the question below to:

comp@pharmacydaily.com.au

Fabulous Mirror Shine protects your nails & helps to give them

Hint! Visit

www.keysun.com.au

Congratulations to yesterday's lucky winners, **Zoe Diplos of Manrex, Courtney Challinor from Sydney University and Grace Grimmer of Symbion Pharmacy Services.**

Non-PBS pharmacy target

THE Pharmacy Board of Australia has signalled action about reports of "alleged supply of pharmaceutical benefits from 'unapproved' pharmacies" without the knowledge of patients.

In its latest communique (**PD** yesterday) the Board details its approach to such allegations, which will see it work collaboratively with the Pharmaceutical Benefits Division of the Department of Health and Ageing, along with state and territory pharmacy approval authorities.

The move is part of previously announced policy development aimed at addressing the supply of medications from pharmacies not approved to dispense pharmaceutical benefits.

The Board said consequences of the inappropriate dispensing could include payments made for prescriptions not contributing to PBS Safety Net Records.

Fake Qld scripts

QUEENSLAND Health is warning pharmacists about fraudulent prescriptions for Oxycontin, which are being presented at a number of community pharmacies.

The alert highlights scripts under the hand of Dr Geoffrey Copland (PBS 308875) and Dr Gifford Ross (PBS 26299), urging pharmacists to retain the prescription, immediately mark it as CANCELLED, contact local police and fax a copy to the DDU Investigation Officer on 07 3328 9821.

"Any supply arrangements which infringe on patient rights or put the patient at risk and which may result in a poor health outcome (for instance by not providing an opportunity for adequate communication of essential information between patient and pharmacist), may be grounds for investigation and action by the Board under the National Law," the communique stated.

The Board said it would advise further as its collaboration with the Dept of Health and state/territory authorities progresses on this issue.

'Preventable' strokes

A REPORT released this morning warns that more than 3,500 often fatal and "entirely unnecessary" strokes will be suffered by Australians with an irregular heartbeat this year.

The Deloitte Access Economics study, commissioned by Pradaxa maker Boehringer Ingelheim and developed in conjunction with the Baker IDI Heart & Diabetes Institute, shows that almost 25% of first-ever strokes in 2011 will be caused by atrial fibrillation - not adequately treated by the common therapies of warfarin and aspirin.

At least half of these could be avoided with the use of effective stroke prevention medicines, the report claims, as well as recommending an atrial fibrillation awareness campaign and encouraging GPs to routinely check patients over 50 for irregular heartbeats.

Designer Brands promo

DESIGNER Brands has launched a new multi-million dollar advertising campaign under the tag line 'beauty expert tested and beauty expert approved'.

It's headlined by former Body & Soul beauty editor, Melinda Ayre.

new

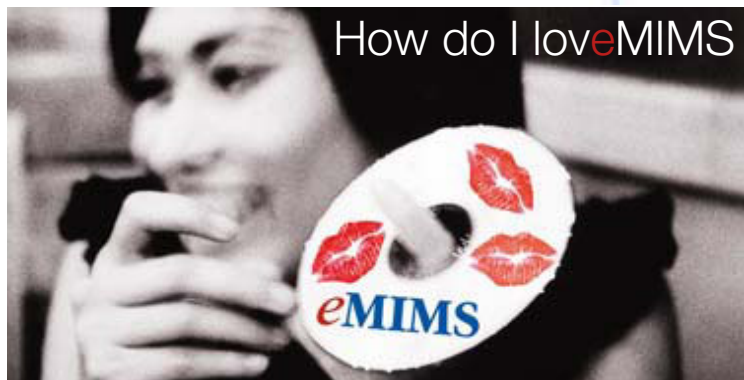
TOOTHPASTE THAT HELPS
REPAIR
SENSITIVE TEETH*

*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.

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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.

Insurance reform

FINANCIAL Services Minister Bill Shorten and Minister for Mental Health and Ageing, Mark Butler, have announced an agreement between the insurance industry and the mental health sector, which will see them work together to improve health insurance options for people with mental illness.

The move includes standardising mental health conditions and how they are categorised for the insurance industry, as well as new voluntary guidelines.



An Australian first in calcium supplementation

Never before has it been so easy to achieve your calcium recommended daily intake. **LifeSpace Liquid Calcium + Vitamin D** contains 1300mg of elemental calcium and 1000IU of Vitamin D per dose - meaning users can get their full RDI of calcium in just 20ml - the equivalent of four cups of milk! LifeSpace Liquid Calcium + Vitamin D is gluten and lactose free, with no added colours and needs no refrigeration. It's also naturally flavoured with great tasting banana.

RRP: \$29.99

Stockist: Available through API and Symbion

Website: www.mylifespace.com.au/retailer



DISPENSARY CORNER

NOT so unhygienic after all.

Scientists in the Netherlands and UK have found that a bacterium found in soil could be a new way to deliver cancer drugs.

Spores of the Clostridium sporogenes bacterium are able to grow within tumours because of the absence of oxygen, and the researchers have genetically engineered an enzyme into the bug to activate a cancer drug.

When Clostridia spores are injected into a cancer patient they will only grow in "oxygen-depleted" environments - that is, in the middle of solid tumours.

"We can exploit this specificity to kill tumour cells but leave healthy tissue unscathed," said research leader Professor Nigel Minton.

AND while we're on the subject of unusual research findings, a review of a number of previous studies has found that eating high levels of chocolate could significantly reduce the risk of heart disease and stroke.

Data from 114,000 patients found those who ate more than two chocolate bars a week had about a two thirds the risk of those who abstained.

However the scientists from the University of Cambridge warned that excessive consumption of chocolate would result in other diseases which were just as likely to lead to death.

Skin care for you, me and everybody!

This new skin care range from Symbion is designed for women who are seeking products that are highly effective, offer great value for money - and look great on the bathroom counter too! **You Me and Everybody** includes Saving Face Mist Toner - a rejuvenating mist which conditions and rebalances the skin - along with Saving Face Serum which is a "rich sleek anti-ageing serum that glides onto skin". There's also Saving Face anti-ageing moisturiser to hydrate the skin.

The comprehensive range also includes Shady Lady Daily Face SPF30+, Derma Karma Arnica Cream, Cool It 98.5% Aloe Vera Gel, Helping Hands Wash and Sumptuous Skin Mousse, which has an exclusive patented formula straight from Sweden.

RRP: From \$9.99

Stockist: 03 9918 5363

Website: www.youmeandeverybody.com.au



Get that red carpet smile in just minutes...

White Glo's new **Express Whitening System** promises to help you achieve a "flawlessly polished smile" in just minutes. Containing a new double strength formula, the product works in just five minutes to lift stains and yellowing on the surface of teeth safely without abrasion. Tooth enamel bleaching is a recognised dental technique used by thousands of people every day, and White Glo enables you to create professional results at home without the expense of treatment in the dentist's chair. The whitening system is complemented with **Professional Choice Extra Strength Whitening Toothpaste** to guard against everyday stains.

RRP: \$14.99 (Express Whitening System)/\$4.75 (toothpaste)

Stockist: 1300 729 930

Website: www.whiteglo.com.au

Less of you, more of life!

FIT Biocuticals is celebrating the win of its **IsoWhey Functional Protein Bars** in the Health & Nutrition category of the 2011 Food Challenge Awards. Available in Strawberry Yoghurt as well as Choc Berry, Pomegranate and Green Tea flavours, they're a convenient great-tasting snack suitable for use by people following the IsoWhey Complete Weight Management Program. They're also full of fibre and free of artificial sweeteners, colours and flavours.

RRP: \$54.12 for a box of 10

Stockist: 1300 650 455

Website: www.isowhey.com.au

