

## Fexofenadine update

**THE** TGA has updated the Poisons Standard with regards to fexofenadine, to clarify that only five day packs of fexofenadine (at the recommended maximum daily dose) are exempted from scheduling - see [www.tga.gov.au](http://www.tga.gov.au).

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## Blackmores defends range

**BLACKMORES** has defended its Companions range in the wake of condemnation from health and consumer groups, saying that much of the information being bandied about "has been misconstrued and does not accurately represent the integrity of this range".

"In patient care both drug therapy and nutritional support are critical," said Blackmores Director of Education, Pam Stone.

"Every year Blackmores receives thousands of enquiries about what supplements they should take with key pharmaceutical drugs.

"So, Blackmores developed a range of four products to take with these pharmaceutical medicines to support our customers' nutritional requirements," she added.

Pharmacists' expertise, according to the company, ideally places them to assist customers to make informed decisions about complementary medicines and nutritional supplements.

To that end, the range is designed to ensure that pharmacists become the advisors on supplements to take with prescription medicines.

"At Blackmores we believe they [pharmacists] have a responsibility to treat patients holistically by considering their nutritional status rather than simply administering a drug, however it will be up to the pharmacist to recommend this range to their customers as appropriate," said Blackmores CEO Christine Holgate.

Blackmores also defended the

scientific evidence supporting the range, saying it had been reviewed by the Pharmacy Guild of Australia and the company is "confident in the evidence of these products and the role of supplements in improving nutritional status".

"We also see a need for GPs and pharmacists to work together to ensure better patient outcomes," a company statement said.

"This can be facilitated by both healthcare professionals having an open dialogue with patients about the medications they are taking and the impacts they may have on nutritional status," the statement added.

**MEANWHILE** the NPS has weighed in on the debate saying it is important for pharmacists to continue to tailor advice to individual patients based on their need and the available evidence.

"Pharmacists are trusted by the community to work independently and in the best interest of the individual patient and it is important that professional standards are met," said NPS CEO Dr Lynn Weekes.

"Companion selling as a routine practice is not an appropriate way for pharmacists to provide individual patients with what they need, and it may cause more confusion about medicines and possibly adverse effects.

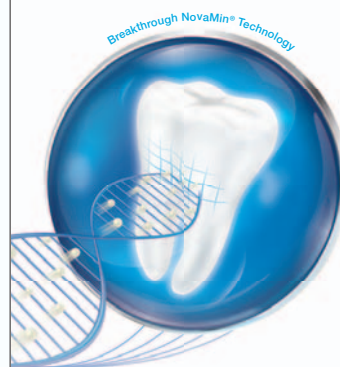
"Adding an additional medicine should never be done lightly — especially for people already on multiple medicines," Weekes added.

## Penicillin rations

**CSL** has advised Aussie hospitals that due to a delay in its overseas delivery its BenPen intravenous penicillin has been put on restricted supply, meaning only hospitals will receive it, and it will be rationed to ensure supplies don't run out.

**new**

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\*When used twice daily as directed on pack



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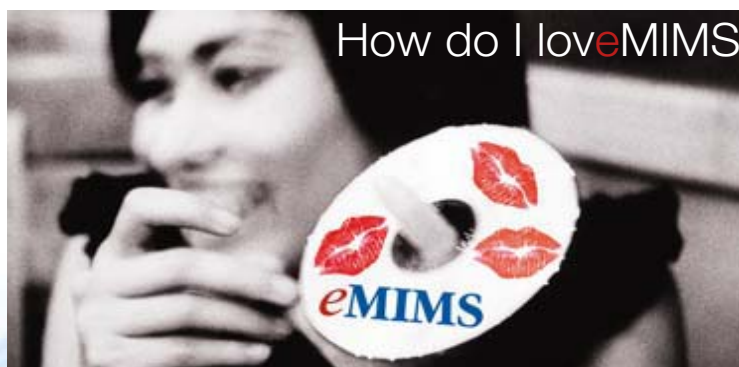


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## Closing the gap

**DEATHS** from avoidable causes among Indigenous Australians declined by 20% between 1997 and 2008, according to a new AIHW report titled *Aboriginal and Torres Strait Islander Health Performance Framework: detailed analyses*.

Other positive trends found in the research include that the gap between Indigenous and non-Indigenous infant mortality has closed significantly; and that there has been a decline in proportion of Indigenous Australians aged 15 years and over who are current smokers (52% to 47%).

Despite the gains however there are areas where further improvements are needed, including Indigenous hospitalisation rates for diabetes which were found to be four times the rate of other Australians.

In addition infants born to Indigenous mothers were found to be twice as likely to be of low birthweight as babies born to non-Indigenous mothers.

## CPD audit for pharmacists

**A RANDOM** sample of pharmacists who have renewed their registration will be audited in early 2012 by the Pharmacy Board of Australia.

The audit will review compliance with the mandatory registration standards, including Continuing Professional Development points.

Pharmacists who are found not to have completed the 20 required CPD credits, or who are unable to provide satisfactory records of the CPD they claim to have undertaken will be required by the Board to "provide further details as to why the requirements have not been met".

The warning comes after a meeting of the Pharmacy Board of Australia this month at the 2011 National Registration and Accreditation Scheme Annual Conference.

**MEANWHILE** the Board is also reminding pharmacists that the first auditable period for CPD will

end on 30 September 2011.

After this time, pharmacists holding general registration need to declare that they have met the Board's CPD requirements when renewing registration.

Pharmacists are also advised to look out for renewal reminders via mail and email in the lead up to the renewal of registration, due on 30 November 2011.

## Generic FEMCON(R) Fe

**WATSON** Pharmaceuticals has launched Norethindrone and Ethinyl Estradiol Tablets (Chewable), 0.4mg/0.035mg and Ferrous Fumarate Tablets (Chewable), 75mg, a generic version of Warner Chilcott's FEMCON(R) Fe (for the prevention of pregnancy).

## New PSA code of ethics

**THE** Pharmaceutical Society of Australia is set to unveil a revised Code of Ethics, at next week's PAC11.

The news comes on the heels of the Blackmores furore, with the PSA saying that the current debate has renewed the focus on pharmacists' responsibilities.

"This code reinforces the principle that pharmacists should ensure that medicines and products they recommend are evidence-based and will have positive health outcomes for consumers," said National President of the Pharmaceutical Society of Australia, Grant Kardachi.

"Pharmacists are required to abide by the PSA Code of Conduct and the Professional Practice Standards, and these stress the wellbeing and health outcomes of the consumer as being paramount considerations," he added.

## Australians in denial about obesity



**LEADING** Australian commentators met over breakfast with media in Sydney this month, to discuss the alarming results of the Bupa Health Pulse Survey 2011 (*Pharmacy Daily* 15 Oct).

Results from the Survey found that whilst six out of ten Aussies have a Body Mass Index in the obese range, only one third consider themselves overweight.

In fact Australia was found to sit in third place on the international stage in terms of obese citizens, behind America and Saudi Arabia.

"With the amount of online health information available, the

question remains whether we are using it to our advantage or whether it's making us feel more overwhelmed and confused," said Dr Bert Boffa, Head of Medical Services for Bupa.

Pictured above are the panel members from the Bupa Health Pulse Breakfast (from left) Dr Lisa Studdert, Acting CEO of the Australian National Preventive Health Agency; David Chalke, social analyst; Michelle Bridges, celebrity fitness trainer; Mia Freedman, columnist and author and Dr Bert Boffa, Head of Medical Services for Bupa.

## WIN A BOTANI SKIN CARE PACK

**Pharmacy Daily** has teamed up with **Botani** this week and is giving five lucky readers the chance to win a Botani Smart Travel Hydration Pack, valued at \$65.

The prize includes three luxurious face products: an Olive Skin Serum, a Healing Lip Balm and a Soothing Facial Mist.

Travelling is no excuse for neglecting your skin. This simple, three step, petrochemical free treatment will

protect, hydrate and repair your skin while you travel, so you can arrive at your destination with a healthy glow. Ideal for men and women, the pack works to optimise skin hydration and reduce damage caused by the effects of air travel and sudden changes in climatic conditions.

To win this fabulous skin care pack, simply be the first person to send in the correct answer to the question below:

**Why is it important to hydrate your skin every day with Botani Olive Skin Serum?**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Hint: Visit [www.botani.com.au](http://www.botani.com.au)

Congratulations to yesterday's lucky winner, **Borys Szydlowski** of **West Tamar Pharmacy, TAS.**



## 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](mailto:advertising@pharmacydaily.com.au).



### Vitamins in liquid format

**Life Space Liquid Multivitamins** are perfect for people who struggle with taking tablets. The range is available in three specific multivitamin formulations: Life Space Men's Multivitamin, Life Space Women's Multivitamin and Life Space 50+ Multivitamin. Each product is formulated to the specific needs of each group, and their liquid format ensures fast absorption. The range does not require refrigeration and each of the products is 100% gluten and lactose free. The Liquid Multivitamins come in three flavours: Mango, Banana and Orange.

RRP: \$29.99

Stockist: Available through API and Symbion

Website: [www.mylifespace.com.au/retailer](http://www.mylifespace.com.au/retailer)

### Dark haired folk need not dread dry shampoo

**Cedel's new Dry Shampoo for Dark Hair** has been formulated specifically for dark hair types. Using cornstarch as its active ingredient, the "shampoo" absorbs excess oil on the hair and scalp, transforming unwashed lifeless hair into fresh, clean luscious locks. As an added bonus, the water-free formula also provides limp hair with body. Unlike most dry shampoos however, the Dark Hair formula does not leave tell-tale white powdery marks. The product is perfect for on-the-go fixes, and simply needs to be sprayed in and brushed out for an instant hair makeover.

RRP: \$7.99

Stockist: [www.cedel.com](http://www.cedel.com)



### Natural solution for feed times

**Holle's Baby Jars for infants from four months** are packed with natural goodies derived from organic biodynamic farming practices. The range includes 11 flavours, and all vitamins, minerals, trace elements and protein contained within comes from the natural structure of the ingredients (no isolated nutrients added). In addition the jars are great solutions for children with allergies, as they contain no lactose, and the majority do not feature yeast or egg. The jars also have no added salt, and are free from binding agents. Flavours available include Apple and Bilberry (190g), Apple and Pear (190g), Apple Puree (125g), Carrots (190g), Carrots and Apple (190g), Parsnip (190g), Peach and Apple (190g), Pear (190g), Pear Pure (125g), Pumpkin and Rice (190g) and Spinach and Rice (190g).

RRP: \$3.45 - \$4.15 (190g jars), \$2.69 - \$3.25 (125g jars)

Stockist: 03 9357 7161

Website: [www.bioliving.com.au](http://www.bioliving.com.au)

### Perfect face for 15 hours

**Clarins Everlasting Compact Foundation SPF15** comes in six shades and promises 15 hours of flawless hold. Perfect for important events where touch-ups are a nuisance, the compact foundation delivers long-lasting light, medium and full matte coverage, depending on how you apply it (for light or medium coverage apply with a dry sponge, and for full coverage apply with a damp sponge). The ultra fine foundation sets once it is applied to skin thanks to a new generation of microfilm and white clay powders, and the inclusion of moisturising plant extracts ensures skin stays hydrated throughout usage.

RRP: \$60 (on shelves from 03 October)

Stockist: 02 9663 4277

Website: [www.clarins.com](http://www.clarins.com)



## DISPENSARY CORNER

ONE small step for monkeys, one giant leap for primates...

A computer programmer, Jesse Anderson, inspired by an episode of the cartoon *The Simpsons*, has almost successfully proved that an infinite amount of monkeys sitting at an infinite number of typewriters, would eventually produce all the works of Shakespeare.

Anderson created a computer program with virtual monkeys typing on virtual computers, however mathematics experts have criticised the experiment saying it is flawed because it only saves correct versions of the text.

To be correct, said mathematics professor Dr Ian Stewart, the monkeys needed to type up the complete works without mistakes.

"Along the way there would be untold numbers of attempts with one character wrong; even more with two wrong, and so on," he said.

### PRICELINE hits the books.

Priceline and Sally Hansen have together set a new Guinness World Record for the most nails filed and varnished in eight hours.

Yesterday 100 manicurists, armed with files, polishes, cotton buds and handcream, set up at Sydney's Martin Place, and took care of 25,720 fingernails during a total 2,572 mini-manicures.

Each mini-mani took around 12 minutes to complete, during which time women received a file, base coat, two coats of varnish and a top coat, whilst men received a file and a buff to shine.

Whilst garnering a lot of attention, the stunt also helped raise more than \$20,000 for the cancer support charity Look Good...Feel Better.

For every manicure Sally Hansen donated \$5, whilst Priceline offered free in-store manicures for a donation.

