

CPEXpo speaker line-up

THE Pharmaceutical Society of Australia has enlisted a stellar line-up of speakers for its CPEXpo 2012, including Prof Carol Armour, Ass Prof Renee Bittoun, Prof Philip Mitchell and Prof Andrew Sindone, see p3 for more details.

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Watson to acquire Actavis

WATSON Pharmaceuticals has entered into a definitive agreement to acquire privately held Actavis for approximately €4.25 billion (approx AU\$5.42b) upfront, in a move which make Watson the third largest generics company in the world.

In addition to its upfront payment, Watson will also assume a maximum of €100 million (approx AU\$127m) in revolving debt, which is to be repaid at closing.

Actavis has a commercial presence in more than 40 countries, markets more than 1,000 products globally, and has an estimated 300 projects in its development pipeline.

Last year, Actavis manufactured 22 billion pharmaceutical doses, employed more than 10,000 people and enjoyed revenues of an estimated US\$2.5b.

Watson expects that its acquisition of the company will generate pro forma revenue of around US\$8 billion for 2012.

"In a single, commercially compelling transaction, we more than double Watson's international access and strengthen our commercial position in key established European markets as well as exciting emerging growth markets, including Central and Eastern Europe and Russia," said Paul Bisaro, President and CEO of Watson.

"The transaction achieves Watson's stated strategic objective of expanding and diversifying our business into a truly global company.

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"Once the transaction is completed, approximately 40% of our generic revenues will come from markets outside of the US," he added.

Actavis will help Watson's top and bottom-line growth profile for the foreseeable future, according to Bisaro, who added that the company has estimated annual synergies of greater than US\$300 million can be achieved within three years.

Combined, Watson will have more than 17,000 employees globally, and approximately 20 manufacturing facilities and more than a dozen R&D centres.

"With enhanced size and scale, the combined company will be well positioned to capitalise on its commercial, R&D, manufacturing and customer service capabilities," a company statement said.

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Nature's Own Heart

NATURE'S Own has partnered with the Heart Foundation, with the aim of raising public awareness of the role omega 3 can play in keeping Australian hearts healthy.

As such, Nature's Own has agreed to support the Heart Foundation's research and community education programs, whilst the Heart Foundation has endorsed 15 Nature's Own fish oil products.

In order to receive endorsement Nature's Own fish oil products had to: contain a minimum 300mg of combined omega-3 EPA / DHA per capsule or dose; always contain the omega-3 EPA / DHA levels outlined on pack; and retain that same amount of EPA / DHA throughout their shelf life without degrading.

In addition the products had to fully comply with all government mandated levels for heavy metals including mercury and lead; as well as only be sourced from ocean fresh wild fish or seafood in accordance with international conventions and standards to protect wildlife.

"While the importance of omega-3 for maintaining heart health is well understood by healthcare professionals, recent research shows that 40% of Australians either don't know or are unsure of the connection," said Luke Fitzgerald, Director of Sanofi Consumer Healthcare, the owners of Nature's Own.

"The same research also showed that three in five Australians don't eat the Heart Foundation's recommended 2 - 3 serves of oily fish each week," Fitzgerald added.

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Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by **Dettol**.

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TOBERUA Island Resort Fiji has taken 50% off the price of all its accommodation styles.

Available for stays until 31 March 2013, the deal sees prices for a five night stay at Toberua starting from \$850 per family (2 adults, 2 kids), including use of snorkel gear, kayaks, windsurfers and catamarans, maid and evening turn down service.

Blackout periods apply, see www.toberua.com.

ROYAL Cliff Hotels Group has launched a Royal Golf Package for avid golfers, which offers three rounds of weekday golf at the top rated Pattaya courses in Thailand, as well as accommodation in a Royal Cliff Hotel Royal Wing Suite.

Golf days include advance tee time bookings, green fee, caddy fee and cart (1 per player), private transfers between the Royal Wing Suites and Spa and the golf course and the services of English-speaking golf guide to meet guests upon arrival and explain the program and arrangements.

Priced from \$3,184 single, or \$4,058 couple, the package is offered for a min stay of seven nights, valid for stays between 01 April 2012- 31 October 2012, **CLICK HERE** for details.

Perinatal Mental Health

THIS week, the Minister for Mental Health and Ageing, Mark Butler, announced the launch of free information resources on the perinatal mental health disorders women can face during pregnancy and after birth.

Developed consultation with Australia's leading perinatal experts, the resources are designed to help health care professionals in recognising and screening for perinatal depression, and will also, according to Butler, "provide a better understanding of safe and effective treatments for mothers and their babies".

"It's critical that mothers who are showing signs of depression or anxiety are treated quickly and effectively," said Butler.

"These resources will result in more women being screened, symptoms being detected earlier and most importantly, more women getting the care and support that they need," Butler added.

The resources, available at the

Beyondblue website, include fact sheets and quick-reference tools like scoring wheels, which will enable healthcare workers to not only detect depression, but discuss it, as well as anxiety and other mental health problems with pregnant women and new mothers.

To view a summary booklet of the perinatal clinical practice guideline; as well as a guide to psychosocial assessment and management of perinatal mental health disorders; a Puerperal (postpartum) psychosis factsheet; Bipolar disorder during pregnancy and early parenthood factsheet; and a Perinatal Depression and Anxiety: Evidence Relating to Infant Cognitive and Emotional Development factsheet, visit, www.beyondblue.org.au.

FDA nanotech guide

THE US Food and Drug Authority has issued draft guidance on nanotechnology by food and cosmetics industries- see fda.gov.

WIN A BOTANI FACIAL GIFT PACK



This week *Pharmacy Daily* has teamed up with **Botani** and is giving four lucky readers the chance to win a Purify Facial Gift Pack, valued at \$123 each.

For your ideal in home spa experience, Botani offers you an exclusive gift pack to cleanse, treat and hydrate your skin. A perfect gift for a loved one or an opportunity to indulge and spoil yourself.

This pack contains the Botani Purify Facial Cleanser 50mL, Exfoliating Facial Cream 100g, Soothing Facial Mist 50mL, Olive Skin Serum 15mL & Boost Balancing Moisturiser 50mL, including a luxurious white face cloth, delivered in a Botani box.

To win this great prize pack, simply be the first person to send in the correct answer to the question below.

Name two key benefits of using the Exfoliating Facial Cream

Email your answer to: comp@pharmacydaily.com.au

Hint! Visit www.botani.com.au

Congratulations to Tuesday's lucky winner, **Wei Jiang** of **Meadowlands Rd Chemist**.



DISPENSARY CORNER

HE may need some Ginkgo Biloba.

A 26-year old motorist had a rather large case of absentmindedness this week, after mistaking the steps of a Paris metro station for an underground carpark.

The man drove onto the footpath and down the first few station steps, but managed to brake just before his back tyres left the pavement.

"There's a sign saying 'Haussmann Parking' right in front... I made a mistake," the driver sheepishly told media.

Fortunately no one was hurt during the incident, with the only injury sustained being a blow to the driver's pride.



THE perfect face?

British scientists have uncovered what they believe to be the perfect face, according to the mathematical principals of the golden ratio.

The face belongs to the winner of a Lorraine Cosmetics beauty competition, 18-year old schoolgirl, Florence Colgate.

According to scientists Florence's face is perfectly symmetrical, and has the optimum ratio between eyes, mouth, chin and forehead.

Adding to that, University of St Andrews researcher, Carmen Lefèvre, said Florence's "large eyes, high cheekbones, and full lips" upped to her overall beauty.



Florence's perfect face?



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Prof Andrew Sindone and
many other specialists in the
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workshop sessions.

These sessions provide
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practical resources and tools
to connect your practice to
patient outcomes.

Asthma Control session

With an estimated **60,000 years of healthy life lost** due to asthma, chronic respiratory diseases such as asthma are highly prevalent in our community. **Professor Carol Armour**, Chief Executive Director of the Woolcock Institute and Associate Dean of Medicine will share with pharmacists The Pharmacy Asthma Management Service, a national implementation trial to investigate the feasibility of implementing a pharmacy-based asthma management improvement service.

Professional Intervention for Treatment of Nicotine Dependence session

We all know **smoking is harmful**, how can pharmacists, who are trained in the facts and figures of smoking cessation therapy to incorporate this knowledge in a pharmacy setting? **Associate Professor Renee Bittoun**, renowned smoking cessation specialist, Director of Smoking Research Unit, Brain and Mind Research Institute and President of the Australian Association of Smoking Cessation Professionals, will provide useful and practical tips on how to approach, engage, counsel and monitor patients and provide a smoking cessation service in your pharmacy.

Mental Health Therapeutic Update: bipolar disorder session

Explore the **massive highs and miserable lows** of bipolar disorder with **Professor Philip Mitchell**, Head of the School of Psychiatry and Convenor of Brain Sciences at the University of NSW, Director of the Bipolar Disorder Clinic at the Black Dog Institute and the Chair of the NSW Mental Health Priority Taskforce. Prof Mitchell, a motivational speaker, educator, advocate and voice for mental health, will bring you to understand how to interact with bipolar patients and improve their health outcomes.

Cardiovascular Therapeutic Update sessions

Is hypertension a disease?
How fatal is atrial fibrillation?
With **Professor Andrew Sindone**, Director Heart Failure Unit and Department of Cardiac Rehabilitation Concord Hospital leading the presentation, discover exactly what you can do to enhance the care and services you are providing to your patients with hypertension and atrial fibrillation to reduce the risk of cardiovascular events.

Friday sessions will provide you with up to 12 Group 2 credits. Limited spaces are available, register now to secure your place at:

www.psa.org.au/education/conferences/cpexpo

or contact the PSA via email on cpexpo@psa.org.au or call (02) 9431 1100