

Psoriasis partnership

LEO Pharma is collaborating with US biotech company Virobay to develop an oral treatment for psoriasis – a chronic skin condition that affects 2-3% of Australians.

Offshore CPD credits

DELEGATES at the 2012 PSA Offshore Refresher Conference will be accredited up to 15 Group 1 credits for attendance at the main conference being held in Istanbul from 26 April 2012 to 3 May 2012.

These credits will be converted to up to 30 Group 2 CPD credits on successful completion of the Jack Thomas Quiz.

Up to nine hours of Group 2 CPD credits will also be available in the Turkey (Cappadocia, Antalya and Izmir) and Jordan pre-conference programs, earning delegates at the sessions up to 18 CPD credits.

Education sessions on the Aegean Sea Cruise post-conference program will offer six hours of Group 2 CPD credits, earning delegates up to 12 CPD credits.

"The program this year has been selected to address the changing dynamics of pharmacy's business and professional environment," said Chairman of the Offshore Refresher Conference, Warwick Plunkett.

"This ensures that delegates will gain skills and knowledge that can be applied to their every-day activities as pharmacists.

"In addition, they gain these skills while earning a high number of CPD credits," he added.

See www.psa.org.au/refresher.

Fluoxetine cleared of risk?

FLUOXETINE and venlafaxine based antidepressants do not raise the risk of teen suicide, according to a new study.

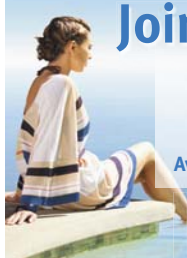
Published in the *Archives of General Psychiatry* this week, the study follows recent controversy over fluoxetine-based antidepressants, such as Prozac, which fell out of favour with US regulators after a review of data from 25 trials suggested it heightened the risk of suicidal thoughts and behaviour of people aged 25 and under.

Following the results of its review the US Food and Drug Authority issued a public warning over the risk of teen suicide with fluoxetine-based antidepressants.

The findings of the latest study however upend this concern, with researchers saying that in their analysis of 41 published and unpublished clinical trials involving over 9,000 patients, fluoxetine and venlafaxine decreased suicidal thoughts and behavior for adult and geriatric patients, and for youths, no significant effects of treatment on suicidal thoughts and behavior were found, although depression responded to treatment.

"Suicidal thoughts and behavior decreased over time for adult and geriatric patients randomized to fluoxetine or venlafaxine compared with placebo, but no differences were found for youths," the researchers said.

"In adults, reduction in suicide ideation and attempts occurred through a reduction in depressive symptoms.




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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.

TEMPO Holidays is discounting its leisurely Jewels of the Cyclades cruise through the Greek Islands by 20% for bookings paid in full by 10 March.

The 8-day cruise onboard the 51-metre motorsailer *Galileo*, departs Athens and visits Poros, Poliegos, Folegandros, Santorini, Ios, Paros and Mykonos.

With the discount the voyage is priced from \$1565.

See www.tempoholidays.com.

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Medicinewise at school

NPS is encouraging parents to be medicinewise with their child's back-to-school medicines routine.

According to NPS researching, planning and communicating the key steps to ensuring children are able to safely and effectively take their medicines at school or whilst in child care.

"Check the staff are trained to handle your child's condition and are able to give their medicines," NPS said, adding that parents should make a plan with school staff for medicine routines and should also communicate openly with everyone to ensure the plan is followed.

WIN A NUDE BY NATURE PACK



Pharmacy Daily has teamed up with **Nude by Nature** this week and is giving six lucky readers the chance to win a **Summer Lovin'** pack, valued at \$41.85 each!

Each **Summer Lovin'** pack includes: Mineral Bronzer 4g, Natural Tinted Moisturiser 30ml & Half Moon Brush.

No harsh chemicals, animal testing or itchy bismuth. Nude

By Nature is the 100% natural formulations with incredible airbrushed results that are good for even the most sensitive skin!

Summer Lovin' pack offers a summer glow without the damage using a subtle shade of 100% naturally golden minerals.

For your chance to win this fantastic Nude By Nature pack, email your answer to the question below by COB on Friday.

In 25 words or less tell us why using natural skincare and make-up is important to you

Email your entries to: nudebynature@pharmacydaily.com.au

Three most creative entries will win this fantastic prize pack and their names will be announced in *Pharmacy Daily* next week.

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Kids drug labelling

THE Department of Health is seeking comments on proposed advisory statements for cough and colds medicines for use in children for inclusion in the Required Advisory Statements for Medicine Labels when it is next updated.

Changes are proposed for drugs including antihistamines, codeine and bromhexine.

For details see www.tga.gov.au.

Complementary care in Uni

THE debate over whether to keep complementary medicine courses in Australian universities (*PD* 30 Jan) has hit mainstream media, with the *Sydney Morning Herald* hosting its own reader poll on the issue.

The debate was sparked last month when the Friends of Science Medicine called for the end of "pseudoscience degrees" such as naturopathy and complementary

medicine, saying they undermined Australian universities' reputation for scientific excellence.

The calls have since been met with mixed reactions, with the Vice Chancellor of Southern Cross University coming out in defence of complementary courses telling media "The rigour of our teaching, the qualifications of our staff and the quality of our graduates are the best defence against such generalised condemnation of a field in which we have set the highest standards".

Southern Cross' Dean of Health also defended the university's choice to keep complementary courses, saying "The Australian public are actively seeking these types of treatments, therefore we take seriously our commitment to provide appropriate education in areas of real community need".

Meanwhile speaking to *Pharmacy Daily*, the Pharmacy Guild of Australia responded to the furore saying it supports evidence based education on Complementary medicines in any format of training be it at university or any other setting.

"Pharmacy university programs include subjects with cover complementary medicines," the Guild said.

"There are complementary medicines that are on the PBS. "There is no better setting than a university to ensure training is appropriate," the Guild added.

Blackmores has also thrown its support behind complementary courses, with Chairman Marcus Blackmore saying that with six million Australians regularly taking natural medicines it is "a responsibility to ensure that health care professionals have access to the highest level of education to understand different approaches for managing health".

"I urge this group of scientists who have launched this campaign to open their minds; they may well find that the practices of Complementary Medicine and Allopathic medicine can co-exist in our community and that their patients will be the benefactors," he added.

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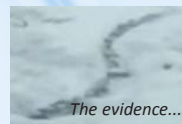
DISPENSARY CORNER

A NEW species of monster?

A cameraman is claiming to have captured proof of the existence of the legendary Icelandic lake serpent Lagarfljót's Worm, whilst filming at it's supposed place of residence, the river Jökuls' í Fljótssdal, in east Iceland.

In parts of Northern Europe, the worm is held in the same kind of esteem as the Loch Ness Monster, and is mentioned in Icelandic legends as far back as 1345.

Unfortunately for the cameraman, according to legend, sightings of the serpent are usually a bad omen.



Drug interaction help

CONSULTANT pharmacists Dr Geraldine Moses and Debbie Rigby are hosting a Managing Drug Interactions Seminar, on 06 May in Sydney.

Aims of the seminar include: understanding the mechanisms of drug interactions, determining which interactions are clinically significant, managing drug interactions and complementary drug interactions and comparing drug interaction resources.

Email drigby@bigpond.net.au.

iNova skin support

INOVA has launched a new sun protection and education corporate social responsibility (CSR) partnership with the Fiona Pike Skin Cancer Awareness Campaign.

As part of the program, the CSR initiative aims to educate golfers and fans on the dangers of sun exposure, how to detect pre-cancerous skin damage and preventative measures.

iNova has also donated \$3,000 to go towards upgrading rooms at Flinders Lodge where people from the country stay whilst receiving cancer treatment in South Australia.



National Customer Manager - Pharmacy

The Consumer Sales Division has an exciting opportunity in a strategic sales role. A National Customer Manager - Pharmacy, is required to meet the current and future challenges of this priority channel in the Kimberly-Clark business.

As the successful applicant, you will be responsible for the development, analysis, implementation and management of the strategic National plans for the Pharmacy Channel that best achieve optimal volume, net sales and profitability targets.

You will develop and implement long term strategies to meet future customer requirements and achieve product ranging and distribution within pharmacies through the use of Category Management Principles, Business and Category Reviews, Field Cycle Programs, Space Management and other relevant resources.

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The development and utilisation of business acumen required to match the changing and competitive retail environment are vital for success in this role. Negotiations with internal and external stakeholders will be on a broad range of complex topics including trading terms, business planning, category development and supply chain initiatives. One of the key challenges of this role will be selling premium grade products from mature categories at a premium price within a competitive retail environment. The incumbent will need to think strategically and tactically about all activities which affect business and category performance, in order to structure business plans which meet both KCA and Customer KPIs.

Taking a leadership role, you will work closely with all key stakeholders to ensure sustainable strategies are developed and executed in the Pharmacy Channel.

If this role sounds like one you can add value in and you have the skills, experience and behaviours we seek, [click here](#) to apply online.

Applications close Wednesday 15th February 2012.