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MORE INFORMATION:

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Atorvastatin generic

RANBAXY has announced that the first generic of atorvastatin in Australia, Trovas (atorvastatin calcium trihydrate), will be available to order by Aussie pharmacies this week.

Listed on the PBS from 01 April, Trovas is available to order now due to an agreement between Ranbaxy and Pfizer in 2008 which enabled Ranbaxy's atorvastatin molecule to be launched from 19 Feb 2012, only a few months after the US release in Nov 2011.

As such, Trovas is available in 10, 20, 40 and 80mg strengths in blister and bottle packs of 30's and in 100's, with bottles packaged to clearly differentiate between strengths.

To celebrate the launch, Ranbaxy is offering a Launch Price Offer, saying "there are no delayed rebates" and "no hiding behind previously earned credits in order to make our price look good".

For details call 1800 726 229.

Counterfeit injections

THE US FDA has warned of medical clinics in the US importing a counterfeit version of Avastin (bevacizumab).

According to the FDA, the fake does not contain Avastin's active ingredient, comes in 400mg/16ml vials, is said to include French and Arabic lettering on the packs and have batch numbers that start with B6010, B6011 or B86017.

At present the TGA has not received any reports of similar counterfeit Avastin vials being found in Australia.

New medicines on the PBS

THE Government has agreed to fund nine new medicines on the Pharmaceutical Benefits Scheme including Astra Zeneca's Brilinta (ticagrelor) for acute coronary syndrome; GlaxoSmithKline's antibiotic Zinnat (cefuroxime axetil); and Bristol-Myers Squibb's Sprycel (dasatinib) for chronic myeloid leukaemia.

Other drugs to be listed include: Novartis' Tassigna (nilotinib) for chronic myeloid leukaemia; Pfizer's anti-coagulant Fragmin (dalteparin sodium); GSK's Flolan (epoprostenol sodium) for pulmonary arterial hypertension, as well as its pain management treatment Kapanol (morphine sulphate).

Roche Products' juvenile arthritis drug Actemra (tocilizumab) has also been PBS listed, as well as Bristol-Myers Squibb's Orencia (abatacept) for rheumatoid arthritis.

The Government has not yet announced a date when the drugs will be available on the PBS, but it has however allayed fears that the process will take years, saying the drugs will be PBS available "in the coming months".

"The PBS listings are subject to final arrangements being met by the suppliers of the medicines before they can be listed," said Health Minister Tanya Plibersek.

Speaking in the wake of the announcement Medicines Australia said it was "encouraged by the Government's commitment to making these medicines available".

"If this is a return to business as

usual by the Government it is very welcome," said Medicines Australia Chief Executive Brendan Shaw.

"However, the Government does not yet have a clean slate with listing new medicines on the PBS.

"Having gone through the TGA process, the PBAC process, the PBPA process and the Cabinet process, the anti-stroke medicine Pradaxa is now being made to go through another unanticipated hurdle: the anti-coagulant review process.

"I urge the Government to conduct this review as quickly as possible given Pradaxa was first considered by Cabinet in September 2010," he added.

AstraZeneca has also welcomed the announcement, saying that the listing of Brilinta will benefit around 60,000 Australians, and that the drug provides an important new treatment option for clinicians in reducing the risk of cardiovascular deaths and recurrent events in patients with ACS (heart attacks and unstable angina).

MEANWHILE the Government has also agreed to increase the price of 17 medicines currently listed on the PBS, in line with the Pharmaceutical Benefits Pricing Authority's recommendations made in December last year.

The price increases come into effect on 01 April and will not affect concessional patients which constitute around 80% of PBS prescriptions.

For a full list of affected drugs see www.pbs.gov.au.

APP2012 registrations

ONLINE registration for the Pharmacy Guild of Australia's APP2012 closes on 01 March 2012.

To register online before the cut off go to www.appconference.com.

See p3 of today's *Pharmacy Daily* for details.

WIN AN INNOXA PRIZE PACK



PD has teamed up with Innoxia this week and is giving five lucky readers the chance to win a prize pack, which includes an Innoxia Nail Polish Plush Velvet and an Innoxia Classic Colour Lipstick in Dewberry (pictured to the left).



Innoxia's NEW Classic Colour Lipstick range is inspired by beautiful, wearable, everyday shades for a smooth natural looking pout.

The NEW Innoxia Nail Polishes boast a quick to dry and long lasting formula that is formaldehyde free.

To win, simply be the first person to send through the correct answer to the question below to: comp@pharmacydaily.com.au

In what country was Innoxia born?

Congratulations to yesterday's lucky winner, Ghazal Ghodosi of Choice Pharmacy Townsville.



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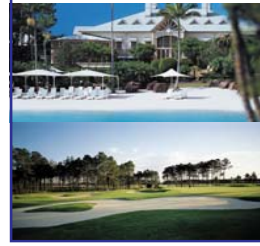
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Health, Beauty and New Products

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.



DISPENSARY CORNER

DEFYING the odds.

A blind Zimbabwean, Dean du Plessis, has beat all the odds and naysayers, to become a professional cricket commentator.

“I was born with tumours on both my retinas, so I was only meant to be alive for three to maximum five months - but I’m 35, not out now, so still playing a good innings,” he said.

To commentate games, Plessis uses stump microphones and his acute hearing to identify each player's unique characteristics and what is going on in the game.

“If I turn my microphones down, I really will be blind,” he said.

“Obviously having followed the game for just over 20 years and having commentated for 10 going on 11 years, you get to understand, and you get to know which player does what and that’s pretty much how I know what’s going on out there.”

SURE way to raise blood pressure.

Sometimes it pays just to sit in traffic even if it does raise your blood pressure and give you a headache, as one Porsche owner in the US discovered recently.

The driver, sick of waiting in thick traffic, decided to take matters into his own hands, and spotting an empty lane with workmen in it, drove straight into it.

The man, however did not give thought as to the reason why the lane was empty, or why there were workers in it.

He soon found out the answers to the unasked questions when his Porsche 311 began to sink into the newly laid wet tarmac.

It took workmen an hour to shovel the tarmac away from the car’s wheels, whilst those that the impatient driver thought to overtake and cut in on, simply drove on by.



Perfect Eventone across your skin

The team at **Palmer's Cocoa Butter Formula** are getting ready to launch an exciting new **Eventone** range in April, including the **Eventone Age Spot Hand Cream**. Designed to rid hands of the visible signs of ageing caused by a lifetime of exposure to the sun, Eventone Age Spot Hand Cream targets dark spots and discoloration, reducing hyper-pigmentation and gradually evening skin tone. Key ingredients in the formula include vitamin C to brighten skin; cocoa butter to smoothe marks and scars; synovea to lighten age spots; niacinamide to reduce hyper-pigmentation, redness and yellowing blotchy spots; and licorice extract to improve tone and texture.

RRP: \$7.99 (60g)

Stockist: 1300 191 918

Website: www.palmersaustralia.com



Large display digital thermometer is a dream

Dreambaby's Large Display Digital Thermometer is designed with an extra large display window for easy reading. The Thermometer provides accurate readings in 30 seconds, and if a high temperature is detected it will activate an alert (which is a rapid beeping sound) to warn parents and carers of the presence of a fever. The product also comes with a case, making it ideal for use when travelling.

RRP: \$17.95

Stockist: (02) 9386 4000

Website: www.dreambaby.com.au

Rose Hip, the oil of a thousand uses

Sukin's Rose Hip Oil is 100% certified organic and contains no less than 80% essential fatty acids which help to protect cell membranes and to aid with skin healing. The oil also contains the powerful antioxidants beta carotene and lycopene and is crafted using cold pressed wild Chilean grown rosehips which are processed via solvent-free extraction to retain the oils precious actives for optimal performance. The product promotes healthy skin and assists skin renewal and repair and can be used to soothe irritated and dry skin, or, as an everyday treatment oil, a manicure in a bottle, a lip salve, eczema and psoriasis treatment, to prevent scarring and pregnancy stretch marks, soothe cradle cap and to help smoothe and tame fly away locks.

RRP: \$19.95

Stockist: 1300 858 898

Website: www.sukinorganics.com



Relief for children's eczema

Dermeze Ointment helps to retain the skin's moisture longer by providing a soothing protective layer of oil on the skin's surface to prevent moisture evaporation. Designed specifically for use on children with eczema, the product uses liquid paraffin and white soft paraffin to boost moisture levels, and help to relieve redness and itching. Both ingredients are also colour, fragrance and preservative free, meaning they will not irritate already enraged skin.

RRP: \$7.99 (150g), \$13.99 (500g)

Stockist: 02 8436 8300

Website: www.dermeze.com.au



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