


Join the Liquid Revolution

Liquid Calcium & Vitamin D

Available Symbion, API or call: 03 9314 3337

[Click Here for More Information](#)



Alchemy special offer

PHARMACIES are being offered free stands and exclusive stock offers as part of a promotion for A'kin and Al'chemy launched by The Purist Company.

The product offers high markups and there's also a sales assistant incentive program - for full details see **page three** of today's **PD**.

TGA moves on weight loss products

THE Therapeutic Goods Administration is proposing the cancellation of one of the Supprexxa weight loss products after an investigation into the claims made by its sponsor, Chika Health Pty Ltd which is owned by former NSW Liberal Party leader, Kerry Chikarovski.

"After receiving and analysing the evidence TGA scientific experts have determined that the available evidence does not support some of the claims being made," according to an update on the TGA website.

The company has been given 20 working days to respond to the proposal to cancel the product's registration, with the item affected being Supprexxa Hunger Buster (AUST L 189644), a kit which contains Supprexxa Fat Burner Max capsules and Supprexxa Metabolism Kick oral spray.

The TGA has reminded consumers that while it ensures that listed low-risk complementary medicines don't contain unsafe substances, it does not test listed medicines for efficacy before they are included on the Australian Register of Therapeutic Goods.

Treatment just got easier

JOHNSON & Johnson Pacific is looking towards pharmacists as a key element in its fight against diarrhoea, as it prepares to launch its newest weapon, Imodium Zapid.

When it hits shelves this April, Zapid will be the only anti-diarrhoeal tablet in Australia that comes in a dissolvable format, which melts within seconds of being placed on the sufferer's tongue.

Flavoured mint, the tablet does not need to be chewed or taken with water, and "works to help to restore the body's natural rhythm," with its active ingredient being loperamide hydrochloride, which slows down the contractions of the muscles in the gut.

"The role of the pharmacist is fundamental in the effective and efficient treatment of digestive health issues such as diarrhoea, and we are seeing more than ever that convenience and portability is at the forefront of consumers' minds when considering treatment options," said community pharmacist Gerald Quigley.

"Sufferers can delay treating episodes, which has a knock on affect on their quality of life and mobility.

"It is important for pharmacists to interact with their customers, understand the real causes of their diarrhoea, and ultimately help them to proactively manage episodes so that they can get back to their normal daily activities as quickly as possible," said Quigley.

MEANWHILE coinciding with the launch J&J Pacific has released new

research which revealed that nearly three-million people in Australia suffer from diarrhoea at least once a month.

The research, which looked at 1,000 Australians, found that nearly two-thirds of frequent diarrhoea sufferers are prevented from doing what they would normally do as a result of the condition; whilst nearly one quarter get five hours or less of sleep per night.

People who suffer from diarrhoea, according to the study, were also found to miss up to seven days of work a year on average.

Interestingly, the research also found that 51% of sufferers are open to speaking to their pharmacist or pharmacy assistant about their condition.

"We want to take a leadership role in this area," said J&J Marketing Manager, Declan Rooney.

"With this research we wanted to understand the sufferer in great depth, which enables us to present a broader package to pharmacy, to give them the tools and information to consult with patients about diarrhoea," he added.

To this end, J&J Pacific is supporting the launch of Imodium Zapid with a pharmacy educational campaign, which will include up-to-date information on its products and how to recommend them, as well as a digestive health pharmacy education and training program.

The program will also include counter units and information leaflets as well as a pharmacy assistant competition.

CHC releases cost-benefit of fish oil

THE Complementary Healthcare Council of Australia has launched a new report it commissioned from Deloitte Access Economics, on the cost-benefits of providing fish oil supplements to Australians who have suffered a heart attack.

The report estimates that fish oils supplementation for Australians who had survived a recent heart attack was extremely valuable, with an estimated cost per 'Disability Adjusted Life Years' (DALY) averted of \$2200.

"When the DALY value was monetised according to the estimate from the Australian Government Department of Finance and Deregulation for the value of a statistical life year, the analysis found that fish oils supplements would achieve large net benefit of around \$1.0 billion," a CHC statement today said.

The CHC said that despite these "highly favourable findings" fish oil supplements are not currently PBS subsidised and are subject to GST.

"As the evidence of improved health outcomes and positive net benefits of complementary medicine interventions build, it would be strategic for governments to review these arrangements," the CHC concluded.

Rare diseases day

TOMORROW is World Rare Diseases Day, an annual awareness-raising event backed by Australia's Steve Waugh Foundation.

The theme this year is 'Rare but Strong together'.

NO GROUP CAN OFFER YOU ALL OF THESE BENEFITS!

HIGHEST
WHOLESALE
PBS DISCOUNT

6.25%

BEST OTC
SUPPLIER
DISCOUNTS

TOP
+10%

HIGHEST Rx
GENERICS
DISCOUNTS

100%

LOWEST
MEMBERSHIP
FEE/MONTH

\$99

Chemsave

FOR MORE INFORMATION:

Contact our National Sales Manager
David Patton: m: 0432 515 717

Visit us
at APP
Stand 188

Care.

A pharmacy group that
helps you help
your community.

That's **PharmaSave**

Auracore Pty Ltd

Care. Value. Service.

Visit us at our APP Stand (143-146)





The Pharmacy
Guild of Australia

APP2012
8-11 March

Online
registrations
close 1 MARCH!

CLICK HERE TO REGISTER NOW

Guild Update

This week's update from the Pharmacy Guild

On the road again...

THE Pharmacy Guild's *The Roadmap - The Strategic Direction for Community Pharmacy* website (www.guild.org.au/roadmap) is being relaunched this month, and now comprises 45 'Program Development Templates' detailing current and anticipated community pharmacy programs and services, and the practical means for implementing them at a national level.

The Roadmap was initially launched in May 2010 with the specific goal of producing a document that would be a meaningful, practical point of reference to anyone involved in, or with an interest in, the community pharmacy sector.

It examines the current state of community pharmacy in Australia and provides a detailed, practical plan for its future.

Conceived as a 'living breathing document', *The Roadmap* website allows the Guild to make updates to ensure the resource remains adaptable and relevant in the face of changes in the Australian health system. In keeping with this ideal, the templates on the website are reviewed periodically.

In the short time since it was launched, diverse groups from media to think tanks to health researchers, have accessed *The Roadmap* online.

The Guild's vision for community pharmacy is centred on an enhanced role for the profession, to deliver an increasing range of health services at a national level utilising the network of community pharmacies.

This expanded role emphasises community pharmacy's continuing status as a pivotal member of the primary health care team, in the midst of evolution and change in the Australian health system.



The Pharmacy
Guild of Australia

Minister to speak at APP

FEDERAL Health Minister Tanya Plibersek has confirmed that she will attend next week's Australian Pharmacy Professional Conference on the Gold Coast.

She will address the Guild-organised event as well as present the Pharmacy of the Year awards on Thu 08 Mar.

In a statement this morning the Guild said it was "delighted" that Plibersek would be taking part in APP, saying it was "a sign of her interest in and high regard for the role of Australia's community pharmacy network".

The QCPP Pharmacy of the Year awards will recognise excellence in Business Management, Innovation in Professional Services, and Community Engagement.

And the overall winner will be the pharmacy which stands out among the finalists and can demonstrate achievements across all three categories of the awards.

The Guild said that this year had seen a "high calibre" competition with a tight field which has

produced three winners plus an "exceptional honorary mention" for a fourth pharmacy.

All will be revealed at APP next week, so keep watching *Pharmacy Daily* for all the details.

MEANWHILE the Guild has also released details of the CPD credits which are available for each session during APP - for details see bit.ly/app12credits.

Pharmacy "best job"

YOUNG people in the USA are being told that pharmacy is one of the best careers on offer, with excellent job prospects and relatively high earning potential.

US News has this year ranked pharmacy as the third best job, with the US Bureau of Labor Statistics projecting a 25.4% employment growth for pharmacists over the next decade.

That equates to 69,700 new jobs while the median annual salary for US pharmacists was a quite respectable US\$111,570.

DISPENSARY CORNER



A MAJOR public health campaign the South-East Asian country of Cambodia has banned the roasting of cows in public.

Prime Minister Hun Sen has instigated the new prohibition because the practice "runs contrary to Buddha's teaching on the sanctity of life".

Restaurants in the capital Phnom Penh commonly operate a massive spit roast out the front to attract customers, but the PM also condemned this as being extremely unhygienic.

BAD breath not all bad.

Scientists in Japan have discovered a new use for hydrogen sulphide, the main constituent of halitosis.

A report in the *Journal of Breath Research* cites their study which saw them investigating the use of the bad smelling gas to convert stem cells from human teeth into liver cells which could be used to grow a new organ.

The researchers from the Nippon Dental University in Tokyo said the gas increased the purity of the stem cells and made them more useful for their research.

MOUNT Everest, the world's tallest natural marvel, is also home to a new biological marvel of equal astonishment - the world's oldest man to be declared the world's shortest man.

Chandra Bahadur Dangi has been measured by Guinness World Records judges as standing at a microscopic 54.60 centimetres, beating (if you can call it that) the previous record holder by a full 5 centimetres.

Hailing from a remote part of Nepal, Dangi has become a local celebrity, travelling on a plane for the first time to his national capital for his record-setting measurement meeting with Guinness judges.

"I want to travel around the world and spread the name of my country," Dangi said.

WIN A CASE OF BEYOND COCONUT WATER



Pharmacy Daily has teamed up with **Beyond Coconut Water** this week and is giving five lucky readers the chance to win a case of Beyond Hibiscus Infused Coconut Water, valued at \$90 each.

If you love Beyond Coconut Water then you will love their newest product, Beyond Hibiscus Infused Coconut Water - a world first. Coconut Water has a multitude of benefits with the most significant being its 'natural isotonic' qualities that replenish lost electrolytes and hydrate super efficiently. The Hibiscus flower also contains antioxidants that may help reduce the build of fatty deposits in arteries and reduce blood cholesterol levels, therefore reducing the risk of heart disease.

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

What flower is infused in Beyond Coconut Water's latest product?

Hint! Visit www.beyondcoconutwater.com

Congratulations to yesterday's lucky winner, **Elizabeth Treble** from **Plunkett Pharmaceuticals**.

NATURALLY PROFIT WITH

[A'chémỹ] [A'kin]®



SPECIAL OFFER!

FREE STAND AND RECEIVE EXCLUSIVE STOCK OFFERS



Efficacious, High
Quality, Natural
& Clinically Proven

- 🔹 5 + 1 on all products in the planogram
- 🔹 High markups
Up to 108% markup
- 🔹 Sales Assistant
Incentive Program

Call 1800 631 283
today to take up this special offer!



The Purist Company

For more information visit www.purist.com