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PHARMACY ALLIANCE
Freedom to choose

Pevnar 13 expansion

THE US FDA has approved the use of Pevnar 13 vaccine for people ages 50 and older to prevent pneumonia and invasive diseases caused by *Streptococcus pneumoniae*.

Allergy awareness

THE Blue Wiggle, Anthony Field, is urging parents who think their child has food allergies to consult with a healthcare professional about a formal diagnosis and ongoing management before the start of the school year.

"Food allergies are definitely on the increase in Australia so it's important that parents who have young children speak to their doctor about allergies and anaphylaxis," he said.

For allergy information sheets and advice visit www.allergyfacts.org.au.

WIN A MANICARE PRIZE PACK



This week **Pharmacy Daily** is giving five lucky readers the chance to win a **Manicare** Prize pack, valued at \$50.

Each pack includes a pack of Mixed Mascara Brushes, a Retractable Foundation Brush, a Retractable Concealer Brush and a Retractable Kabuki Brush.

Four handy Manicare Disposable Mascara Brushes provide a different lash look so you can maximise your mascara's potential. Blue = Volume; Purple = Define; Red = Curl and Orange = Lengthen.

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

What colour mascara brush creates curl?

Congratulations to yesterday's lucky winner, **Jill Truloff** from **Friendly Care Pharmacy**.

Rise in complementary care

AROUND 76% of Australians use complementary medicine products, according to a recent survey conducted by the Complementary Healthcare Council of Australia (CHC) and UMR Research.

This figure, according to the CHC demonstrates the increasing usage of complementary medicines by Australians in recent years.

Interestingly survey respondents who nominated that they were 'Very Happy' were found to be more frequent buyers of vitamins, with women more likely to buy than men.

In addition, frequent purchasers of complementary medicines and younger Australians told researchers that a product's brand was important to them, however the overall appearance of the label of the product was not considered important by the majority of respondents.

In terms of labeling, respondents said that the ingredients of a product were the most important

factor on a label when purchasing, followed by the explanation of the product and information around dosage.

According to the CHC, the labeling of the product's Government registration came in near the bottom of the list of factors polled.

"Input from real Consumers and an open dialogue between the Industry and the Consumer is critical to ensuring that health policy moves in the appropriate direction and actually achieves what it is in place to do – shape Government health initiatives for the benefit of the Australian population," said Dr Wendy Morrow, Executive Director of the CHC.

MEANWHILE on European shores the European Medicines Agency has approved a work program for 2012-15 aimed at strengthening the integration of herbal medicines in the pharmaceutical legislative framework, for full details on the program's activities visit www.ema.europa.eu.

Popular refreshment

THE PSA Offshore Conference in Istanbul is filling up fast, with close to 300 delegates already signed up.

45 group 2 accredited CPD points are on offer for attendees, with the event's Chairman Warwick Plunkett saying this year's event could be the most popular yet held.

Delegates can also take advantage of special pre- and post-conference tours around Turkey and Jordan.

See www.psa.org.au.

Aliskiren review

THE European Medicines Agency has initiated a review of the aliskiren-containing medicines (which are approved for the treatment of essential hypertension) following the termination of the ALTITUDE study.

The trial, which included patients with type 2 diabetes and renal impairment and/or cardiovascular disease who were given aliskiren in addition to either an angiotensin converting enzyme inhibitor or an angiotensin receptor blocker, was terminated in December last year.

The early termination of the trial was recommended because its results showed that there was no benefit with aliskiren and that there were more cases of stroke, renal complications, hyperkalemia and hypotension in patients who received aliskiren compared with patients who received a placebo.

Whilst the EMA is reviewing the drug's risk/benefit profile it is advising doctors not to prescribe aliskiren-containing medicines to diabetic patients in combination with ACE inhibitors or ARBs.



Pharmacy Practice Incentives (PPI)

DAA and Clinical Interventions Claim Form DUE NOW

[Click here to access form](#)

IMPORTANT: Claim Form must be lodged with Medicare by **14 January 2012** for eligible Claiming Period: 1 October to 31 December 2011



Australian Government
Department of Health and Ageing



The Pharmacy
Guild of Australia

The Pharmacy Practice Incentives are funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and The Pharmacy Guild of Australia.

PHARMACY FIRST

Pharmacist Manager \$120k

Singleton Pharmacy First is seeking an experienced Pharmacist Manager to lead our team in Singleton NSW.

Previous management experience is preferable and an attractive salary package is available.

Please call 0409 269 676 or submit your application to steve@nmpg.com.au.



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.



Fibroblast your skin with Photon

Skin Physics' Photon Led Photo-Rejuvenating System is said to stimulate the production of fibroblasts and collagen in the skin by as much as 200% within 24 hours of use. According to Skin Physics, the system works by producing a red LED light which penetrates deep into the skin to energise and stimulate skin cells, retraining them to behave like young cells. The system complements Skin Physics' Cellugen range which includes a cleanser, activating serum and night repair cream.

RRP: \$299

Stockist: 1300 225 766

Website: www.skinphysics.net

New year, new nails

Welcome the new year with a change of colour, nail colour. Nail lacquer specialist, **BYS** has released three new colour ranges: **Hi Impact**, **Diamond Glitter** and **Quake**. Hi Impact features six shades designed to turn heads, which range from citrus orange to candy pink, lime green and vibrant purple. When applied to nails the Hi Impact lacquers provide a high shine metallic finish. Meanwhile BYS' Diamond Glitter nail enamels come in 10 new colours including metallic hues of silver and gold, as well as cobalt, rose, ruby and sapphire to name a few. Each of the Glitter enamels are packed with light reflecting particles which keep nails sparkling for days. Lastly the BYS Quake range comes in eight fashionable hues and when applied to a base colour creates a shattered "quake" look.

RRP: \$3.95 (BYS Hi Impact), \$3.95 (BYS Diamond Glitter) and \$6.95 (BYS Quake)

Stockist: (03) 9551 4666

Website: www.fashionaddict.com.au



Get those dental implants Implaclean

Implaclean is a toothpaste tailored to meet the needs of people with dental implants. The toothpaste is formulated using Ardox-X active oxygen technology in combination with lactoferrine. The active oxygen prevents plaque formation, whilst in combination with active oxygen, lactoferrine (a protein present in saliva, tears and breastmilk) has an antibacterial, antiparasitary and antiviral effect. Together the ingredients keep teeth white and help prevent colour deviations between natural and implant teeth. In addition, Implaclean contains a low pH level, is non abrasive and has a low level of fluoride which will not corrode titanium.

RRP: \$18.00

Stockist: (03) 9761 6615

Website: www.implaclean.com.au

Love your tan

Made by tan lovers for tan lovers, **Loving Tan's Deluxe Bronzing Mousse** is a three-in-one professional strength formula which contains an instant bronzer, self tanner and moisturiser. The Mousse comes in three shades, Medium, Dark and Ultra Dark, and provides users with immediate colour, while developing into a deeper, darker tan. In addition the product's colour guide technology ensures easy streak free application. As an added bonus the self tanner is naturally derived with no parabens or alcohol.

RRP: \$29.95 (Medium), \$29.95 (Dark), \$34.95 (Ultra Dark)

Stockist: (07) 3122 8287

Website: www.lovingtan.com



DISPENSARY CORNER

NEAR death on NYE.

A young Australian tourist, Erin Langworthy, has had a narrow brush with the Grim Reaper on new year's eve, after her bungee cord snapped whilst jumping 365-feet down towards the Zambezi River, Victoria Falls, Zimbabwe.

Langworthy's bungee cord snapped just before she smacked into the river, which pulled her under as she blacked out.

"I felt like I'd been slapped all over," she said.

Fortunately Langworthy was able to regain consciousness and despite the bungee cord still attached to her leg snagging on objects in the murky depths of the crocodile infested river, she managed to swim through the rapids to the side of the river, where she received aid before being transferred to a hospital in South Africa.

"It was quite scary because a couple of times the rope actually got caught on some rocks or debris," she said.

"I actually had to swim down and yank the bungee cord out of whatever it was caught on to make it to the surface," she added.

Surprisingly despite the serious nature of the event, Langworthy escaped with only a broken collarbone and massive bruising over her body.

CARING for your dog's mind, body and spirit.

Sparking what probably will be a new trend, a South African yoga instructor living in Hong Kong has launched dog yoga classes.

Aimed at pampered pooches the 'Doga' classes involve both the owner and the dog, and are designed to help dogs find their inner peace.

"Do dogs meditate? Yes, I think they can," said Doga instructor Suzette Ackermann.

