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Oramed patent

ORAMED Pharmaceuticals has received approval for a key patent by the Australian Patent Office.

The patent covers an important part of the company's core technology which allows for the oral delivery of peptides, and means that the company now has one issued patent and 34 patents pending for its technologies and products.

Oramed's core product is an oral insulin capsule.

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EMA kills meprobamate

MEPROBAMATE-containing medicines in the European Union are facing an uncertain future after the European Medicines Agency announced a blanket suspension of the drugs' marketing approval.

Meprobamate is a sedative medicine used to treat the symptoms of anxiety and related conditions, including anxiety states, alcohol withdrawal, migraine attacks, digestive disorders, muscle tension or cramps, and insomnia.

The recommendation follows a decision by French authorities in July last year, to suspend authorisations for oral meprobamate-containing medicines because of serious side effects seen with these medicines.

The new EMA suspension is the result of a review of oral meprobamate-containing medicines following the French decision, which found that the drug's risks outweighed its

benefits, particularly the risk of serious side effects affecting the nervous system.

As part of the EMA review the Agency's Committee for Medicinal Products for Human Use looked at all available data on the safety and efficacy of these medicines, including data from studies, post-marketing surveillance and the published literature, as well as from poison control centres on cases of poisoning with meprobamate.

The review found that there was a risk of serious and potentially fatal side effects, such as coma, in patients taking meprobamate-containing medicines under normal conditions of use.

The Committee considered that these risks were increased due to the danger of unintentional overdose because of the small difference between the treating dose and the dose that can harm patients, including elderly people.

Reviewers also noted the drug's addictive qualities, and the fact that these can lead to serious and sometimes fatal side effects if treatment is stopped abruptly after long time usage.

The subsequent EMA suspension notice covers all marketing authorisations for oral meprobamate-containing medicines in European nations.

Rather than an immediate stop, the EMA has recommended that the drugs should be withdrawn from the market over 15 months.

Not so miraculous

THE TGA is warning consumers not to use a product called 'Miraculous Evil Root Tablets' because they contain the undeclared prescription substance sildenafil - in higher concentrations than found in Viagra.

Supply in Australia is illegal and the TGA says taking the product poses a "serious risk" to health.

Medibank wants access to records

HEALTH insurance firm Medibank has made a submission to a Senate inquiry into the electronic health record system, urging that insurers be given access to Personally Controlled Electronic Health Care Record data.

The company says that current rules bar it from using the data, which could help identify fund members who might benefit from preventive health programs.

Revatio approval

THE Therapeutic Goods Administration has registered Pfizer's Revatio (sildenafil citrate) in an intravenous formulation for patients with pulmonary arterial hypertension (PAH).

Revatio is a phosphodiesterase type 5 inhibitor, approved for the treatment of PAH associated with connective tissue disease, to improve exercise capacity.

It can be prescribed for adult patients who are currently using oral Revatio but temporarily unable to take oral therapy.

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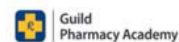
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CPD BY THE SEA

Friday 24 - Sunday 26 February 2012 | Novotel - Manly Pacific

OPEN TO ALL PHARMACISTS REGISTER ONLINE TODAY!

www.guildpharmacyacademy-nswconvention.org.au

CPD by the sea...

ALL pharmacists are invited to the Guild Pharmacy Academy - NSW Convention which will see them able to secure up to 26 CPD credits as they participate in a range of educational sessions.

The two day event includes keynote speaker Jillian Skinner, NSW Minister for Health, who will also be the guest of honour at the official dinner at the Novotel Manly Pacific Hotel.

The conference takes place in one month, on the weekend of 24-26 Feb - for info call 02 9467 7127.

Weight loss worries

US healthcare professionals are raising concerns over the possibility of school obesity programs creating eating disorders, following the release of a survey which linked the two.

The C.S. Mott Children's Hospital National Poll on Children's Health asked a group of parents with a child aged between six and 14 about obesity prevention programs in their children's schools and about food-related behaviors and activity that may be worrisome.

According to the results 82% of parents reported at least one school-based childhood obesity intervention program was taking place in their child's school.

Additionally, 7% of parents said that their children had been made to feel bad at school about what or how much they were eating.

Out of this group, 30% reported at least one behaviour in their kids that could be associated with the development of an eating disorder.

Watson Aussie acquisition

THIS week US-listed Watson Pharmaceuticals became the fifth largest generic pharmaceutical company in Australia (based on revenue), after it acquired Ascent Pharmahealth for AU\$375 million.

The deal also means that Watson is the second largest pharmaceutical company in Australia based on molecules.

Prior to its purchase, Ascent Pharmahealth Ltd, was the Australian and Southeast Asian generic pharmaceutical business of Strides Arcolab Ltd.

At present Ascent's portfolio of generics, brands, branded-generic and OTC and dermatology and skin care products commands around a 14% market share in Australia, whilst the company employs approximately 300 people in Australia and Southeast Asia.

Last year, Ascent's businesses in Australia and Southeast Asia had total sales of approximately AU\$150 million.

"We are committed to expanding our international commercial operations into geographies where we can capitalise on our existing assets and participate in growing and emerging markets," said Paul Bisaro, Watson's president and chief executive officer.

"This acquisition immediately establishes Watson among the leaders in the AU\$12 billion Australian pharmaceutical market, where the generic market is growing at approximately 8%".

He said the deal also

"complements our existing generic development and marketing capabilities in the important Australia market, and catapults us to a top five position that would have taken considerable time and investment to build organically."

Meanwhile in looking towards Asia, the acquisition now means that Watson has also become the largest generics company in Singapore and has gained an established commercial base in Malaysia, Hong Kong, Vietnam and Thailand.

According to Bisaro, the deal "provides us with a leadership position in Southeast Asia, a region with more than 600 million consumers and overall annual generic sales of approximately AU\$4 billion a year, which is projected to grow at more than 8 percent annually."

Watson has also allayed job fears saying that it will retain the Ascent's sales and marketing teams in Australia and Asia.

J&J's fourth quarter

JOHNSON & Johnson has reported fourth-quarter 2011 sales of US\$16.3 billion, a year on year increase of 3.9%.

In fact 2011 was a good year for J&J all-round, with the company also reporting a 5.6% increase on its full-year sales to US\$65 billion.

In addition the company reported that whilst its full-year domestic US sales were down by 1.8%, its international sales increased by a healthy 12.4%.

Meanwhile worldwide pharmaceutical sales of US\$24.4 billion for the full-year 2011 represented an increase of 8.8% versus the prior year with an operational increase of 6.2%.

US domestic pharmaceutical sales decreased 1.1% whilst international sales increased 21.3%.

J&J partly attributes the dip in US pharma sales to the introduction of generic competition for Levaquin (levofloxacin), adding that the strong performance of newly launched drugs such as Stelara helped to stave off the worst effects of this introduction.

WIN A MOOGOO PAMPER ME GIFT BOX

This week *Pharmacy Daily* is giving five lucky readers the chance to win a MooGoo Pamper Me Gift Box.

Each MooGoo Pamper Me Gift Box includes: Anti-Ageing Face Cream, a bottle of Milk Wash (formulated for the face but can be used all-over), a tube of Skin Milk Udder Cream, a bar of milk soap, an edible lip balm and soft toy cow.

MooGoo is a Queensland company that has helped thousands of people suffering from skin or scalp problems. MooGoo was first made when the founder adapted an udder cream used in dairy farms to help a family member with a skin problem.

MooGoo is available from selected pharmacies and health stores and also online at www.moogoo.com.au.

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

Where on the body is Seborrheic Dermatitis most likely to occur?

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

Congratulations to yesterday's lucky winner, Sam Buckley of Chemplus, SA.



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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

THE solution is a simple snooze.

According to Oprah Winfrey's pal and regular guest, Dr Oz, sleeping is a key way to lose weight.

The claim was made during a segment on Dr Oz's own US TV show on how to "makeover your bedroom to lose weight".

During the bedroom makeover segment, Dr. Oz and Dr. Michael Breus, author of the "The Sleep Doctor's Diet Plan," told guests in the audience that lack of sleep causes the body to produce more cortisol and ghrelin (hormones which increase your appetite and cause you to crave high-carb, high-fat food).

Dr Oz also said that losing REM sleep means less calories are burned during the night.

Dr. Oz then told viewers that if they can increase just one hour of sleep a night, from seven to eight hours, they could lose six kilos in a year.

HEAL heartbreak.

Those suffering the ill effects of a broken heart are being offered a pain medication of sorts - the chance to offload gifts and tokens of their failed relationships.

The new website, Never Liked it Anyway, is the brainchild of expat Annabel Acton, and was conceived after she was dumped a few years ago, right before Christmas.

"All this pathetic 'better to have loved and lost than never to have loved at all' was sappy, I wanted something spunky," she said.

The website allows users to upload photos of their unwanted item, and to list their real world value as well as its bargain 'break-up price'.

Underneath their product, sellers also get to vent about the reason for selling their items.

Products for sale on the site include artwork, jewelry, wedding dresses, wedding and engagement rings and even honeymoon packages.

See www.neverlikeditanyway.com.

Sitting in the bath

Dreambaby's new **Super Comfy Bath Seat** has been developed with a heat sensing indicator to assist parents in gauging the correct water temperature for little ones' baths. The seat features a supportive back rest which cradles the baby whilst seated; contoured cushioning pad on the back and base to keep baby comfortably in place; generous leg space allowing babies to kick and splash in the water; front opening of the seat to make bathing easier; and extra large, strong suction caps with good sized easy release tabs to firmly secure the seat to the bottom of the bath. The seat comes in nautical blue and white and is embellished with a starfish that also has practical applications - when the bath is too hot, the starfish turns white.



RRP: \$42.95

Stockist: 02 9386 4000

Website: www.dreambaby.com.au

Nourish bodies naturally

Aum's Bio Nourishing Jojoba Oil features a chemical composition which closely resembles the skin's own natural oils. According to Aum, because of this, the skin recognises Jojoba's unique molecules as its own, allowing Jojoba's natural moisture to be readily and deeply absorbed without blocking pores. Jojoba is rich in phytosterols and Vitamin E, which help soften the skin.



RRP: \$19.95

Stockist: 03 9415 9911

Website: www.aumbeauty.com

Get pure coloured cyber eyes

Estee Lauder is giving women a futuristic makeover, with its new **Pure Colour Cyber Eyes** collection. The range features eyeshadows in richly pigmented shades with a futuristic, hyper-metallic finish, eye pencils that dazzle and vibrantly coloured mascaras. The stars of the line-up include edition **Pure Color Gelée Powder EyeShadows** which are created using a tribrid system which makes them an all-in-one liquid, powder and gel that creates a texture that is bouncy and malleable. The shadow retains its unique structure and texture after coming into contact with a wet or dry brush and is long-lasting, non-fading, non-flaking and non-creasing. The eyeshadows come in six shades: Cyber Copper, Cyber Pink, Cyber Lilac, Cyber Silver, Cyber Green and Cyber Teal. The range's **Pure Color Intense Kajal EyeLiners** also come in six shades: Blackened Black, Blackened Cocoa, Blackened Plum, Blackened Sapphire, Blackened Olive and Electric Teal and are formulated using 70% pure pigments, whilst limited edition **Sumptuous Extreme Lash Multiplying Volume Mascaras** in Extreme Teal, Extreme Violet and Extreme Copper complete the look.



RRP: \$50 (eyeshadow), \$38 (eyeliner) and \$52 (mascara)

Stockist: 1800 061 325

Website: www.esteelauder.com.au



Absolute Moisture for thirsty faces

Created to smooth and soften skin, **Bioelements Absolute Moisture** balances skin's water to oil moisture level and minimises surface wrinkles. This normalising action helps to keep skin younger looking whilst it's lightweight texture means the cream sinks in quickly, leaving no oily residue. The product includes moisture-binding humectants, sodium hyaluronate and sodium PCA, as well as jojoba and avocado oils

RRP: 74.95

Stockist: 1300 262 275

Website: www.absolutespa.com.au