

Wednesday 04 July 2012

PHARMACYDAILY.COM.AU

Diabetes for dummies

THE third Australian edition of 'Type 2 Diabetes for Dummies' has just been released, to coincide with National Diabetes Awareness Week which takes place 08-14 Jul.

The book has been created by Prof Lesley Campbell and the Diabetes Centre of St Vincent's Hospital plus US-based Alan L. Rubin, MD and costs \$19.95.

It includes ways to manage the daily impact that diabetes has on patients' lives and prevent long term complications, foot care, glucose monitoring and much more.

PBS Oct correction

SPONSORS now have a whole month less to submit data for possible Oct PBS approval, after the Health Department yesterday revised a previous notice about the 01 Nov schedule (**PD** yesterday).

The data cutoff deadline is now 29 Jul - not 29 Aug as originally advised in a formal notification to email subscribers.

There will be no PBS schedule update in Nov, to allow for the implementation of the new PharmCIS system which will also include references to the standardised Australian Medicines Terminology.

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MA lodges new conduct code

MEDICINES Australia will for the first time ever require its member companies to provide full public disclosure of aggregate payments to doctors and consumer groups, under a new draft Code of Conduct which has been submitted to the Australian Competition and Consumer Commission today.

MA ceo Brendan Shaw said the revised document represents "a major shift towards greater transparency," and follows 18 months of consultation with stakeholders including consumer groups, physicians and consumer organisations.

The disclosure provisions include all payments made to healthcare professionals for advisory boards and consultancy arrangements; all sponsorships to attend medical conferences and educational events; all payments made to speakers at events; and all sponsorships of all individual consumer organisations for each financial year - including the value of non-monetary support.

Other changes to the Code of Conduct include a ban on competition prizes for healthcare professionals, a ban on all brand name reminders, an explicit ban on

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Alphapharm welcomes treaty failure

ALPHAPHARM says that a recommendation by the federal parliament's Joint Standing Committee on Treaties against ratifying the Anti-Counterfeiting Trade Agreement (ACTA) is a "win for the nation's health system".

Alphapharm md Martin Cross said the ACTA had the "potential to delay access by Australians to quality, safe, efficacious and affordable generic medicines".

The committee suggested that ACTA not be ratified until there is further rigorous and independent assessment of its economic and social benefits and costs.

Alphapharm made a number of submissions to the committee, over concerns that TGA-approved generics could have been defined as 'counterfeit' under the treaty.

PD's happy hamper winner

QUEENIE Tam from Priceline Pharmacy in Macquarie Centre, NSW is tucking into some tasty treats, after winning a delightful hamper from **Pharmacy Daily**.

Her entry was the one drawn out from hundreds received on the **PD** stand at the recent Guild NSW Pharmacy Convention and Trade Show at Sydney's Darling Harbour.

Queenie is pictured in her dispensary with the luscious loot which included chocolates, a bottle of bubbly and a *Descendants* DVD.



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Prospan coughs up

BIOREVIVE has selected the winners of the recent Prospan Cough Syrup training competition, which aimed to increase awareness of the product and how it can be recommended to all ages including under two year-olds with a pharmacists' advice.

The overall winner of a \$500 Myer Gift Card was Deborah Dowling of Sunny Park Discount Drug Store.

Runner-up prizes of \$100 Myer Gift Cards went to Georgia Polias, Pulse Pharmacy Rockdale; Sharon King, Nerang Centre Pharmacy; Helen Burley, Terry White Chemist Forways; Michelle Augusta, Priceline Pharmacy; and Chris Keneally of Community Pharmacy Como.

Biorevive said the lucky winners will receive their prizes within 10 to 14 working days.



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Undoit undone by TGACRP

THE Therapeutic Goods

Complaints Resolution Panel has ordered the withdrawal of ads for a product called Undoit, which claims to allow people to snack on "fat-laden, carb-dense snacks" without gaining weight.

Dr Ken Harvey lodged a formal complaint about Undoit Plus (ARTG 197065) which is sponsored by a company called Undoit.com.au Pty Ltd based in Warriewood, NSW.

Initially Harvey complained in Feb about the promotion of an identical product, which had its listing cancelled by the sponsor in May, leading to the suspension of a TGA post-marketing review.

However the same month Undoit Plus was listed - with an identical formulation but a different ARTG number.

Each pill is claimed to 'undo' 10g of fat and 210g of carbohydrates, with the product website touting a "dosing store" with examples such as "Chocolate mudcake - large slice (2 pills)" while "a Big Mac and fries

MSD versus Apotex

MSD has applied to the Federal Court of Australia for an injunction in relation to plans by Apotex to market a generic version of MSD's Nasonex (mometasone furoate) aqueous nasal spray.

MSD said that Apotex plans to start supplying a generic version of the product from Sep this year, which is claimed to be an infringement of MSD's patent on the product which expires in 2015.

"MSD plans to vigorously defend its rights," the company said, with the court expected to consider the application in the coming weeks.

Irish pharmacy fine

A PHARMACY in Cork, Ireland specialising in veterinary medicines has been fined €14,000 after a court found that it had dispensed animal remedies to customers without the required prescriptions.

The pharmacy was unusual in that its owner, Dan McCarthy, was both a pharmacist and a veterinarian.

A Pharmaceutical Society of Ireland audit revealed the breaches.

will need three pills".

When the TGACRP attempted to investigate the matter, initially the sponsor responded by saying that the product "has not been manufactured yet...it exists only as a listing and there is nothing upon which a complaint can be based".

Further discussions saw the sponsor saying that Harvey was imputing claims that the product causes weight loss, whereas the Undoit website was instead saying it "prevents weight gain".

The Panel decided that this was not a meaningful difference.

Reviewing evidence presented by the parties, the Panel said that while there was some possibility that the chitosan ingredient could help reduce absorption, there was "no clear evidence, other than a simple extrapolation made by the advertiser, to support the specific numeric claims in the advertisement such as 'each pill undoes 210g of carbs'".

The Panel concluded that the advertisement "contained many representations that had not been verified, were not correct and balanced, were likely to arouse unwarranted and unrealistic expectations, and were misleading".

The company was ordered to remove the advertisements and any such representations, as well as to arrange for the publication of retractions on the front page of the website within 14 days of 29 Jun.

The sponsor hasn't managed to do this yet, with the undoit.com.au website still promoting the product.

Pneumococcal push

AUSTRALIANS are being urged to be vaccinated against pneumococcal pneumonia, as part of Pneumonia Awareness Week 02-08 Jul.

The Australian Lung Foundation says almost 66% of at-risk Aussies aged 15 to 64 aren't vaccinated.

WIN A PRIZE PACK FROM AL'CHEMY



This week PD is giving 5 lucky readers the chance to win the full hair care regime from Al'chemy.

Each gentle formulation in the Al'chemy hair care range combines natural botanical ingredients that have been specially selected for purity and effect, giving all skin types, including those with sensitive skin and scalps the care they need with positively radiant, healthy results.

To learn more about Al'chemy, visit www.purist.com or join the conversation at www.facebook.com/alchemybypurist.

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

Where can you purchase Al'chemy products?

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

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* PediMate Ultimate foot file given to the first 1,000 participants! ** Condition apply

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Health, Beauty and New Products



Simply Seal to Clear skin

Clearasil's new Seal-to-Clear skin product is an ultra rapid gel which works to cover pimples with an invisible seal to protect them from outside bacteria as they clear. The product also includes salicylic acid to help unblock the pore and fight pimple-causing bacteria. The product is particularly good for those that tend to touch their pimples as its invisible "Liqui-Patch" seal protects the area from bacteria, even when the area is touched repeatedly. The seal is said to last on the skin for up to seven hours. As an added bonus, the gel helps to visibly reduce pimple size and redness in just four hours.

RRP: \$14.99

Stockist: 1800 226 766

Website: www.clearasil.com.au

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

QUICK, grab a cappuccino!

Researchers writing in the *Cancer Research* journal have reported that drinking more than two cups of coffee per day could reduce your chances of developing skin cancer.

The study analysed data from 112,000 people in the Nurses' Health Study, found that the more a person consumed caffeine, the less likely he or she was to develop basal cell carcinoma.

Apparently the findings related to caffeine in any form, including Coca-Cola and even Red Bull.

A BRAZILIAN football club is hoping to encourage its fans to donate blood by changing the red in its traditional logo.

The Vitoria club says it's proud of its trademark red hoops, but is turning them white and plans to gradually add the colour back as blood donations come in.

It's part of a national drive to encourage more Brazilians to give blood, with players from the club at the most recent game entering the field carrying a banner saying "Vitoria has always given its blood for you - it's now time for you to give yours".

GOOD news - researchers in Scotland have come up with a recipe for the world's first "nutritionally balanced pizza".

The tasty treat is claimed to contain 30% of an adult's daily recommended intake of vitamins and minerals, as well as a third of the allowance of calories, protein and carbohydrate.

Professor Mike Lean of Glasgow University teamed up with entrepreneur Donnie Maclean, with the pair saying that most pre-prepared meals available in Scotland are quite unhealthy.

"They contain as much salt as you should have in a whole day or more...the nutrients we need every day are absent from these meals," the appropriately-named Lean said.

Pharmacy DAILY

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No oil slick here

Laura Mercier's new Oil Free Supreme Foundation provides skin with flawless oil-free coverage. Despite its status as oil free, the light-weight foundation is not drying and actually hydrates the skin after application with moisturising and protective ingredients such as aloe, green tea and panthenol. The product is also designed to visibly minimise the appearance of pores, and is highly pigmented for great coverage. Users can also look forward to up to eight-hours of wear.

RRP: \$59

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