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that  
nasty  
tasting  
drip  
down  
their  
throat.

Drixine No Drip Formula provides non-drowsy relief from nasal congestion due to allergies, sinusitis, cold and flu. It works within minutes and lasts for up to 12 hours. And because it is designed to stay where it sprays, it helps prevent that nasty tasting drip down the back of the throat.

**The nasal spray that stays where it sprays**



Drixine No Drip Formula contains oxymetazoline HCl. Always read the label. Use only as directed. If symptoms persist, see your healthcare professional. © 2012 MSD Consumer Care, Inc. All rights reserved. RESP-1010959-0013 MDRI0045 4/2012.

## API calendar orders

API has opened bookings for 2013 API Calendars including a range of additional features such as an optional QR code to connect with customers digitally.

There's also a 'Get Online' website package - details on the last page of today's *Pharmacy Daily* or see [pharmacycalendars.com.au](http://pharmacycalendars.com.au).

## Social determinants of Australian health

THE Senate Standing Committee on Community Affairs is set to consider Social Determinants of Health, in the light of a new study from Catholic Health Australia which encourages governments to consider the long-term health impacts of all policies and practices "to deliver a more socially inclusive Australia".

Minister for Social Inclusion, Mark Butler, said the report recommends that the government endorse the World Health Organization's 'health in all policies' approach to close the health gaps between the most and least disadvantaged Australians.

"Having a job, a roof over your head and a good quality education generally leads to better health outcomes," Butler said.

## Pharmacists + GPs = health

A NEW study from Monash University has suggested that having a permanent role for pharmacists within general practitioner clinics may prevent the "widespread problem of medication errors by patients and health professionals".

Led by Edwin Tan from the Centre for Medicine Use and Safety, the study is examining the role of pharmacists located within Australian primary healthcare clinics and GP surgeries, in optimising the safety and provision of medication used by patients.

Preliminary results released at the NPS 2012 National Medicines Symposium late last month showed that pharmacists identified potential medication-related problems in 80% of patients following referral from GPs.

Tan said that the study showed that the permanent placement of pharmacists within Australian GP setting would benefit the community and reduce the burden on hospital and emergency services.

"The formal integration of pharmacists within a practice is in the best interest of the community, improving patient health outcomes,

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## Drixine for drips

TODAY'S *Pharmacy Daily* includes a front full page promoting the Drixine No Drip Formula for non-drowsy relief from nasal congestion.

## Pharmacy business

THE Pharmacy Guild has today opened registration for the new Pharmacy Business Network (PBN) conference, which will take place in Canberra 13-16 Sep this year.

It replaces the former Pharmacy Women's Congress, continuing the legacy of former Guild National Councillor and pharmacy advocate, the late Judy Liauw, by "continuing the Guild's vision to develop pharmacy owners and leaders of the future".

The PBN will include a range of master classes and networking activities, targeting anyone who manages or owns a pharmacy or would like to in the future.

There are limited numbers for two master classes on the final day 16 Sep, led by the team from Zenbuu who have developed the Good Pharma support website, as well as Malcolm Scrymgeour from Business Increase Group.

For more information see [guild.org.au/pharmacybusiness](http://guild.org.au/pharmacybusiness).

## RoActemra release

ROCHE today announced data from the ADACTA study, showing that adult rheumatoid arthritis (RA) patients who received its RoACTEMRA (tocilizumab) as single-agent therapy experienced significantly greater improvement in disease activity after 24 weeks, when compared to patients who received single-agent therapy with adalimumab.

The findings will be presented on Fri at the Berlin EULAR conference.



## WHAT'S YOUR PHARMACY WORTH?

The Pharmacy Market is changing! Would you like to know what your pharmacy is worth right now and how to position yourself to achieve the best possible price when you decide to sell? Click here to get a **FREE appraisal.**

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## New digestive supplier

**NEW** Zealand-based Vital Foods is expanding across the Tasman, working with Nestle Health Science to market a new pharmacy-only digestive supplement to the Australian industry.

Dubbed Kivia, the key ingredient of the product is Zyactinase, which is an extract of kiwi fruit.

Vital Foods said Kivia has been “clinically proven to improve digestive health,” and is a preventative non-laxative remedy which helps gut bacteria maintain a normal balance.

Kivia is available solely through pharmacy and includes capsules, an instant drink powder and a chewable tablet.

The company will target the OTC self-medication market “in recognition of the important role of pharmacists and pharmacy assistants in advising consumers with digestive health complaints”.

Vital Foods ceo Dr Gursh Bindra said the product has already been showcased to pharmacy wholesalers and some of the banner groups, and said that Kivia is “a medical food with clinical applications”.

Vital Foods was founded in 1991 in Auckland by an agricultural scientist who created a method of blending kiwifruit with natural flavours.

The company said the best results are achieved by using Kivia daily on a long-term basis, with clinical trials having shown that it is effective in treating occasional constipation in healthy adults, as well as reducing abdominal discomfort.

## Pharmacy sets sights on goji

**RESEARCHERS** from Sydney University’s Faculty of Pharmacy have found that the goji berry may help fight blindness caused by long-term diabetes.

Headed up by Professor of Pharmaceutical Chemistry, Basil Roufogalis, the study involved two in vitro tests investigating the potential of goji, which is abundant in taurine - an ingredient credited with anti-oxidative, anti-inflammatory and immuno-modulating properties which could protect the retina.

“Diabetic retinopathy is a leading cause of blindness for people with diabetes, with up to 60 per cent of people living with either type 1 or type 2 diabetes developing chronic hyperglycaemia, a condition which can damage retina cells,” said Professor Roufogalis.

Initial findings of the study showed that the goji berry and its taurine component activated a nuclear receptor protein called PPAR-gamma, a response which coincided with protection against the death of cells caused by high concentrations of glucose in the retina.

“We then wanted to see whether the same extracts of goji berry and its pure taurine had an effect on protecting the retinal barrier against toxin invasion when the barrier is typically damaged by high glucose in diabetes patients,” said Professor Roufogalis.

“What we found is that both the pure taurine and the taurine-laden goji berry extract protected the

retina against increased permeability of the protective barrier through its actions on the PPAR-gamma receptor, thereby helping the epithelial cells that provide the protective barrier to the retina,” he added.

The researchers now hold hope that the results will lead the way to human clinical trials.

## Nature’s Own winner

**READERS** of the *Australian Women’s Weekly* have chosen Nature’s Own Omega Delight as a winner in the health and wellness category of the 2012 Product of the Year Awards.

The product, which launched in Sep last year, aims to help families boost their Omega 3 dietary content via a smoothie format which is available in Citrus Burst, Mango Peach and Pineapple flavours from via both the retail pharmacy and supermarket channels.

## FDA approves Suprax

**INDIA-BASED** Lupin Pharmaceuticals has confirmed US Food and Drug Administration approval for its Suprax (cefixime) capsules 400mg.

Suprax is currently available as 100mg/5ml and 200mg/5ml suspensions as well as in a 400mg tablet format.

Lupin is the fifth largest and fastest growing generics player in the USA, with a 5.1% market share by prescriptions, according to IMS Health.

## ‘Bath Salts’ crackdown

**OFFICIALS** in Canada have announced the regulation of MDPV which is a key ingredient in an illicit drug referred to as “bath salts”.

The so-called “bath salts” apparently look like similar products sold in pharmacies, but can cause psychotic episodes and dangerous behaviour.

Health Canada said that following the gazetting of the regulation the drug will become illegal shortly.



## WIN A MOR ESSENTIALS PACK

Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a set of **MOR Essentials** Sugar Rose Tiger Lily, valued at \$132.65 each.

Each set includes: Hand & Body Wash, Hand & Body Lotion, Body Butter, Hand Cream, Candle, Salt & Sugar Scrub and Soap Bar.

The MOR Essentials Collection has been designed to embrace everyday quality self indulgence, with prices that are beautifully guilt free. This bright & colourful collection offers five memorable fragrances presented in an assortment of Fragrant Candles, Soap Bars, Hand & Body Washes and Lotions, Hand Creams, Body Butters and Body Scrubs.

For your chance to win this great prize pack, simply be the first person to send through the correct answer to the question below.

Name the two conditioning agents found in the MOR Essentials Hand Cream

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Hint! Visit [www.morcosmetics.com](http://www.morcosmetics.com)

Congratulations to yesterday’s lucky winner, **Milicent Uong**, pharmacy student from **University of Sydney**.



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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](mailto:advertising@pharmacydaily.com.au).



### A deep drink for thirsty skin

**Burt's Bees Richly Replenishing Body Lotion** is made using cocoa butter and cupuacu butter, and is enriched with sunflower and olive oils. Cocoa butter has natural antioxidant properties and is rich in Vitamin E, whilst cupuacu butter possesses a high capacity for water absorption which gives it superior moisturising properties. The rich cream is suited to dry skin and is made from 99% natural ingredients.

RRP: \$19.95

Stockist: 1300 855 478

Website: [www.burtsbees.com.au](http://www.burtsbees.com.au)

### Got Krill?

**Bio-Organics Super Krill Oil 1200** is an extra strength once daily supplement for joint, heart and general health. According to Bio-Organics the product helps with the temporary relief of joint swelling and pain associated with arthritis, and supports heart and cardiovascular health by helping to maintain cholesterol levels within the normal range in healthy individuals. The supplement also naturally contains astaxanthin, a powerful antioxidant that helps to fight free radicals.

RRP: \$54.95

Stockist: 1800 038 929

Website: [www.bio-organics.com.au](http://www.bio-organics.com.au)



### Are you a perfectionist?

**Estee Lauder's new Perfectionist [CP+R] Wrinkle Lifting/Firming Serum** helps to correct (C), prevent (P) and repair (R) the look of wrinkles. According to the company, the serum uses the new CPR-75 Technology, which is a dual-action, advanced amino acid and protein complex, to create a virtual "force field" against wrinkles by supercharging and re-strengthening skin's natural line-correcting power in just one week. The technology CPR-also helps skin to supercharge its ionic "pump" which helps to boost its critical, natural energy potential, promoting optimal repair. In fact, according to Estee Lauder, in vitro testing on the product showed a 54% boost in natural energy potential in just one day. The serum also features

Flexible Elastomer Technology which acts almost like a 'liquid bandage' to instantly fill-in and virtually "immobilise" the look of wrinkles; as well as Light Diffusion Optics to immediately diffuse and scatter light, blurring the look of lines and wrinkles.

RRP: \$115 (30ml), \$168 (50ml)

Stockist: 1800 061 326

Website: [www.estelauder.com.au](http://www.estelauder.com.au)

### Smell like Chloe on the run

Perfume house **Chloe** has launched a limited edition **Love, Chloe Purse Spray**. Created by perfumers Louise Turner and Nathalie Cetto-Gracia Love, Chloe features a subtle fusion of orange blossom, pepper, hyacinth, iris, lilac, wisteria, heliotropine, musk, talc, and rice powder. The perfume is described as an elegant powdery floral scent. The limited edition Purse Spray comes steeped in rose gold and features the name of the perfume finely engraved towards the bottom of the bottle. For added convenience, the Purse Spray cap is also attached to the bottle via a delicate chain. As a bonus, the purse spray can be refilled and reused.

RRP: \$90 (Purse Spray plus 3x 10ml refills)

Stockist: 1800 812 663

Website: [www.chloe.com](http://www.chloe.com)



## DISPENSARY CORNER

### MOTION sickness?

An American detective, Gus Martinez, has broken the World Record record for the longest ride on a Ferris Wheel, clocking a whopping 25 hours of fun.

Martinez underwent the feat riding a 40-metre tall Ferris Wheel located at Santa Monica Pier's Pacific Park.

According to reports, there were some worrying points for riders and observers alike, when jolted by the constant stop start circling motion of the Ferris Wheel, Martinez began to feel queasy.

The detective was however able to mentally overcome the motion sickness and according to World Records adjudicator Philip Robertson (who travelled from London to witness the record), he finished "quite solidly", and towards the end did not bother to take his allotted breaks.

What is particularly interesting about the veteran policeman, is that he does not like heights, and has no particular love for Ferris Wheels.

What's more, Martinez said he did nothing to prepare for the event, adding "But after 18 years of long shifts, double shifts and a lot of extended hours, I think that kind of helped, actually".

### GOING batty.

The Sydney Botanic Gardens is resorting to unusual methods to rid itself of around 5,000 destructive flying foxes.

Workers at the park this week began to broadcast loud industrial noises and banging sounds to specific areas of the Gardens to scare away the creatures.

The Gardens will continue to play the sounds twice a day, for 45 minutes before sunrise and 30 minutes at sunset, until the colony skiddadles.

The grey-headed flying fox colony is being evicted after destroying numerous trees, including 60 that are on the critical list.



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