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## Cross appointment

DR Martin Cross, Managing Director of Alphapharm and Chairman of the Generic Medicines Industry Association, has been appointed as the PIC's Interim Chairman, in the wake of Will Delaat's retirement last week.

## Swisse rolled by TGACRP

**HIGH** profile vitamin supplier Swisse Products - which has been conducting major marketing campaigns featuring high profile celebrities such as Sonia Kruger and "Bondi Vet" Dr Chris Brown - has been forced to withdraw a number of its TV commercials as well as its "Tired? Stressed? You'll feel better on Swisse" tagline.

The move appears to indicate a new, more aggressive stance by the Therapeutic Products Advertising Complaints Resolution Panel, with a number of claims about the Swisse range of supplements comprehensively dismissed in a ruling made public yesterday.

The decision, made at a meeting in late January, followed two anonymous complaints about the Channel 7 ads which ran in prime time during much of 2011.

The panel said that the advertisements breached several sections of the Code, taking exception to representations about product benefits and the degree to which these could be substantiated.

A detailed report included evidence presented by Swisse about its Women's Ultivite product which was claimed to show a "50% improvement in PMS symptoms" - with the Panel saying the same study indicated that a non-active placebo also improved the symptoms by 28.6%.

The wide-ranging ruling ordered Swisse not to claim that its Men's Ultivite product can have any benefits related to memory function or heart health, as well as dismissed a Swisse claim that

Ultiboost Sleep can cause consumers to have a good sleep and wake up "fresh".

Swisse is also not allowed to state that Wild Krill Oil provides benefits for joint and heart health in ordinary healthy consumers; or that its Ultiboost Glucosamine contains an ingredient that is better absorbed by the body than other forms or provides a dosage that has been clinically recommended.

And claims that the Women's Ultivite product can offer benefits in relation to tiredness or stress were also dismissed.

The panel has requested Swisse Vitamins Pty Ltd to cease using the advertisements, as well as withdraw representations that any of the products are "clinically proven" or "independently tested".

## Preventative health

**AROUND** \$4 million in research funding has been allocated to 13 new projects that will investigate ways to prevent the harm caused by obesity, tobacco and harmful use of alcohol, through a program developed by the Australian Preventive Health Agency (ANPHA).

Programs which will benefit from the extra cash include Professor Andrew Mitchell's work investigating the ways in which international trade and investment agreements can affect governments' capacity to support chronic disease prevention; and research led by Professor Steve Allsop at Curtin University on youth binge drinking.

## TGA cooperation

THE TGA has released the final report on the pilot program on international collaboration on Good Manufacturing Practice inspections of active pharmaceutical ingredient manufacturers with the EMA and the FDA.

To view **CLICK HERE**.



## PHARMACIES FOR SALE

**One Pharmacy town - Country Victoria , Two Commercial Freeholds & House (#1499)**

- No Opposition
- Nets in excess of \$200,000
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- Scripts Approx 85 per day

**Sales Price \$ 1,290,000**

**South Western Sydney (#1502)**

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- Scripts 109 per day

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pharmacies For sale

## WIN A BUSBY PURE TISSUE OIL



Every day this week **PD** is giving three lucky readers the chance to win a **Busby Pure Tissue Oil** prize pack.

Busby Pure Tissue Oil is a clinically proven face and body oil specifically formulated to improve the appearance of scars, stretch marks, wrinkles, ageing and dehydrated skin. It contains no harmful ingredients just a unique blend of naturally derived avocado, grape seed and rose hip oils and 5 times more vitamin E than leading tissue oil brands.

To win, simply be one of the first three people to send in the correct answer to the question below to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

**Does Busby contain any harmful ingredients?**

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



## Annual Therapeutic Update – March Weekend 2012

Caring 'bout your generation – Bubs to boomers and beyond

Friday 16 – Sunday 18 March 2012 »  
Fairmont Leura, Blue Mountains NSW



[www.psa.org.au](http://www.psa.org.au)

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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).

### It's all about a pure blush

**Estee Lauder's** new generation cheek colour **Pure Color Blush** comes in an expansive range of nine hues, including nudes, pinks, peaches and plums, which embrace a diverse range of skin colours. The product is created using 'True Vision Technology' which wraps concentrated pigments in a crystal-like coating to provide lasting, maximum colour impact and enhanced wear; as well as a skin-loving antioxidant complex featuring cranberry and Goji berry extracts and "Luminous Optic" technology to bring out cheeks' inner glow by adding natural radiance and dimension. The range comes in two finishes: Satin which creates a soft, low sheen on cheeks; and Shimmer which features prismatic light-reflecting pearls.

RRP: \$60 (available from 01 April)

Stockist: 1800 061 326

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



### Enjoy sweet joint relief

**BioCeuticals' UltraBiotic Joint Relief** is the first product of its kind in Australia, claiming to work dually to heal joints whilst also assisting with the maintenance of healthy intestinal flora during and following antibiotic therapy or medications which may disrupt bowel bacteria. The idea behind this association is that damage to the gut wall leads to the undesired absorption of partially digested food particles and other unwanted substances that cause an inflammatory chain reaction starting at the gut and ending at the joints. Probiotics support healthy gut wall integrity which is necessary for intestinal cells to selectively absorb nutrients while blocking harmful substances. The formula features glucosamine sulfate-potassium chloride complex -

675mg, lactobacillus acidophilus 2.5 billion CFU, and bifidobacterium bifidum 10 billion CFU.

RRP: \$36.88

Stockist: 1300 650 455

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

### Chew on a bunny for pain relief

**Billy Lids Apple Park Bunny Soft Teething Toy** is a super soft teether designed to soothe aching gums. Stuffed with organic cotton and sustainable corn fibre the 6x6 inch teething toy features non-toxic plastic eyes; nose, ears and paws of a natural silk and hemp blend; and 100% organic cotton fur. Inside the bunny is also a non-toxic plastic rattle, which sounds when the toy is shaken. To add to its natural credentials, the product's packaging is also made from 100% recycled paper which is printed using soy ink. To clean, the bunny should be hand washed and left to dry naturally.

RRP: \$18.00

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



### Get a Powrgard for snorers

A new weapon has been launched in the fight against noisy snoring, **Powrgard for Snorers**. Designed specifically for mouth breathers, the product features four large breathing holes and a patented air spring core to protect the jaw joint. Its design gently draws the lower jaw forward whilst opening the bite to provide more airway space and to limit the effects of snoring. The Powrgard is constructed from silicon and requires no molding, and due to its high sided design, retains well, while sleeping.

RRP: \$64.95

Stockist: 1800 778 999

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

## DISPENSARY CORNER



### HUMAN dominos.

A group of dominos loving Americans have banded together in a factory in New Orleans, to topple the world record for human dominos.

850 people each attached themselves to single mattresses, and lined up in a continuous line, to be knocked down one by one to beat the record.

The process took mere minutes to complete, and easily broke the last human domino chain record which saw 550 people fall into the record books.

To watch the clip [CLICK HERE](#).

**A MESSY** room is more than a health hazard.

One messy Scottish teen got more than he bargained for, when his mother forced him to clean his room.

Ryan Kitching's mother had been nagging him for days to give his room a cleansing, and when he finally gave in he discovered 12 lottery tickets under the rubble, which he had bought whilst working at his local supermarket.

Shortly after the discovery Ryan got his tickets checked and discovered that one of them contained five winning numbers plus a bonus ball, which amounted to a win of £52,981.

**TORNADO** has a sense of humour.

A tornado in Missouri has narrowly avoided a Ripley's Believe it or Not exhibit designed to look like a home which was hit by a tornado in 1812.

The tornado came within 40ft of the building.

"I'd say that mighty tornadoer seen the Ripley's building and figured it was already fallin' apart so there's no use in hitting it," said Missouri local Jake Stillworth.

