

Homeopathic issues

THE TGA's Complaints Resolution Panel has found advertisements on the website Homeopathy Plus breached several Advertising Codes in regards to evidence, efficacy, and inappropriate usage of homeopathic products.

Homeopathy Plus has now been ordered to withdraw the ads.

Harvey gets chosen

SELF appointed industry watchdog, Dr Ken Harvey, has been named the CHOICE Consumer Champion for 2012.

Harvey, a La Trobe University Public Health expert and a member of the CHOICE Policy Advisory Group, has also been awarded life membership of CHOICE, for services to the consumer movement.

"I'll continue to pursue consumer rights," Harvey said.

"I'm also focusing on recruiting and training the next generation of health activists.

"Consumer rights are continually under threat from those who believe in unrestrained capitalism, big business and small government.

"We need more young people to work with consumer organisations and universities have an important role to play," he added.

STADA on Aussie shores

GERMAN healthcare giant, STADA Arzneimittel AG, has announced the establishment of an Aussie wing, Sydney-based STADA Pharmaceuticals Australia Pty Ltd.

Expected to commence operations in the third quarter of 2012, the subsidiary's activities are being financed with initial investment from the STADA Group of around \$2 million.

"By founding the new subsidiary, STADA would like to benefit from the growth opportunities available in the Australian generics market as well as further expand its presence in the growth region Asia/Pacific," a statement from the company said.

"In view of expiring patents from the year 2012 to 2014 with sales at current ex-factory prices in the amount of approximately \$2.1 billion high growth is expected in the Australian generics market.

"Further growth opportunities are also emerging as a result of the current relatively low generics

penetration of less than 40% in Australia," the company added.

STADA Pharmaceuticals Australia will be headed up by John Montgomery and Mark Hurley as Founders and Managing Directors.

Montgomery comes to the role with over 30 years experience in pharmaceuticals, having previously served as CEO of Alphapharm (1999-2010); Regional Director, Merck Generics Asia Pacific; President, Mylan Asia Pacific; and General Manager of Pfizer Established Products for Australia/NZ.

Hurley has also spent over 30 years in the industry, in roles including Executive Director, VP Business Development & Operations for Mylan Asia Pacific and Director, Medical Sales and Marketing.

"It's exciting to be involved with STADA in a new business at an interesting and important time for pharmaceuticals in Australia," said Montgomery.

"With the changes in the market comes opportunity and with the support of STADA, we plan to capitalise on this," Montgomery added.

Swisse support

AUSTRALIAN natural health company, Swisse, has signed on as a Platinum sponsor of the Clinical Complementary Healthcare Summit.

Taking place in Melbourne between 23-24 June 2012, the Summit's aim is to "create a broader holistic vision on the way healthcare can be provided and offer professionals the perfect opportunity to network with like-minded professionals as they explore medicine of the future".

The sponsorship announcement follows a run of bad news for Swisse, which included the TGA's Advertising Complaints Resolution Panel forcing the company to withdraw several TV commercials due to breaches in the Therapeutic Goods Advertising Code, relating to claims of product benefits and the degree to which those claims could be substantiated (PD 12 Mar).

Swisse also recently found itself in hot water when the National Health and Medical Research Council declared that the company's failure to disclose the fact that one of the academics involved in the trials of its Women's Ultivite 50+ Years was the company CEO, Radek Sali's, father, Professor Avni Sali.

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NATIONAL
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NPS
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Expired drug issues

ONE in five Australians have taken an expired medication, according to new research from NPS.

The research, released as part of NPS' national Be Medicinewise Week 2012, was conducted by telephone this month among a sample of 1,205 Australians aged over 18.

NPS used the survey results to drive home its medicines safety message, which encourages Aussies to clean out their medicines cabinet.

"Most medicines slowly deteriorate over time which can make them less effective and in some cases, toxic," said NPS clinical adviser Dr Danielle Stowasser.

"It's dangerous to leave these lying around your house, which is why we are encouraging all Australians to spend a few minutes sorting through their medicine cabinet, identifying any medicines which are unwanted or expired, and disposing of these safely at their local pharmacy," she added.

International grad support

THE landscape for international medical graduates (IMGs) in Australia is set to get easier following a commitment between the Australian Health Practitioner Regulation Agency, the Australian Medical Council and the Medical Board of Australia to a three-point action plan and longer term collaboration with regards to IMGs.

The commitment follows the release of a report by the House of Representatives' Standing Committee on Health and Ageing, which found that the Australian system needs to better assist, support and supervise overseas trained medical graduates seeking to register and work in Australia.

As a result of the agreement, the trio will now map existing application processes, documentary requirements and information pathways in order to develop an effective new platform to share information, ensure

relevant legal requirements are met and reduce red tape for IMGs.

The trio will also identify opportunities to design new streamlined processes that remove duplication and make the application and assessment process as reliable, sensitive and simple as possible; and will develop a communications roadmap for IMGs that clearly describes the pathways to registration and the assessment requirements.

Survivorship Action

THE Movember Foundation, in partnership with beyondblue, has announced the establishment of the Australian Survivorship Action Partnership.

The initiative will facilitate the creation of a collaborative network focused on improving the lives of men with prostate cancer, with participants set to develop evidence based practical solutions that can be applied at a national level.

To support the Partnership Movember has committed \$5m over three years to the project.

Aussies, reduce salt

THE Parliamentary Secretary for Health and Ageing, Catherine King, is urging Australians to limit their intake of salt to no more than 6 grams (or 1.5 teaspoons) a day.

The call comes on the eve of World Salt Awareness Week, with King saying "Australians consume too much sodium".

Stock levels giving you a headache?

Click here for immediate relief.



PHARMACY ALLIANCE
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Avioq HTLV-I/II

THE US FDA has approved a test designed to detect antibodies to viruses in donors of human blood and blood components that are associated with several diseases, including some forms of leukemia and neurologic diseases, Avioq HTLV-I/II Microelisa System.

Additionally, the test is approved for use as an aid in the diagnosis of HTLV-I or HTLV-II infection and related diseases.

WIN AN OLIVE LEAF ORAL SPRAY



This week PD is giving 5 readers the chance to win an Olive Leaf Australia prize pack.

Each pack includes 2 x Olive Leaf Oral Sprays 20mL formulated from a powerful

blend of freshly-picked Australian olive leaves and other natural ingredients to freshen breath and help maintain oral hygiene.

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

comp@pharmacydaily.com.au:

Olive Leaf Australia's picked Olive Leaf Extract has 400 % greater antioxidant power than which vitamin?

Visit www.olea.com.au/benefits

Congratulations to yesterday's lucky winners, **Adrian Sung** from **Pharmacy Online Discount Outlet**.



Community Pharmacy Agreement

Pharmacy Practice Incentives (PPI)

DAA and Clinical Interventions Claim Form due by 14 April 2012

[Click here to access form](#)

IMPORTANT: Valid Claim Form must be lodged with Medicare by **14 April 2012** for eligible Claiming Period: 1 January to 31 March 2012



Australian Government
Department of Health and Ageing



The Pharmacy Guild of Australia

This Project is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement.

ANIMAL, VEGETABLE...



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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.

Live in Love with Oscar

Oscar de la Renta's newest scent offering, **Live in Love**, is a feminine floral bouquet which features top notes of ginger, bergamot and hyacinth. Said to be inspired by de la Renta's own brush with mortality, the perfumer told reporters that "There's a day when you are born into this world, and there's a day when you will die. So you must realise that everything in between should be celebrated—you must 'Live in Love'". The scent's heart features jasmine, sambac, orange flower and rose; and its base consists of white woods, musk, amber, sandalwood and cedarwood.

RRP: TBA (available from 01 April)

Stockist: 02 9663 4277

Website: www.oscardelarenta.com



Enjoy a face shield everyday with Hamilton

Hamilton's **Everyday Face Invisible Shield SPF 30+** is a lightweight high protection moisturising sunscreen. Infused with Vitamin E to soothe, heal and provide skin with a dose of antioxidants, the Invisible Shield is suitable for all skin types, and its paraben free status makes it perfect for sensitive skin. The great thing about this sunscreen is that it is non greasy, and its lightweight formulation does not leave the skin feeling weighted down, oily or sluggish.

RRP: 12.95

Stockist: 1800 630 056

Invisible staying power

Invisible Zinc's brand new **Invisible Staying Powder** is a translucent, superfine loose powder which is designed to set foundation or tinted sunscreen for a flawless long-lasting finish. Hailed as completely undetectable, the velvety powder has a faint lavender fragrance and evens out the complexion. The new generation Staying Powder is incredibly lightweight, and once applied it does not feel or look powdery or cakey on the skin. The product's application is also a big plus, as it simply needs to be pressed onto the skin, using the powder puff provided, with the excess brushed away. Initial matt appearance corrects within minutes as the powder blends into the skin. The formula is created using zinc oxide (a natural sunscreen which reflects and defuses light), lavender oil, and elastomeric coated talc (which creates transparency and a soft texture).

RRP: 38.00 (12g)

Stockist: 1800 630 056

Website: www.invisiblezinc.com.au



Pamper mum with a bit of Panache

Fine Fragrances Collection has released a new range of gift packs for Mother's Day (13 May). The two types of gift packs in the range include **Hand Therapy Kits**, which feature a 125ml Moisturising Hand and Nail Cream and a Nail File; as well as **Soap Chest Kits** which include three perfumed soaps packaged in a chest (which can be used for storing trinkets and jewellery after use). The two kit formats are available in four scents: Panache, Tweed, White Satin and Lace.

RRP: 12.95 (Hand Therapy Kits), \$14.95 (Soap Chest)

Stockist: 02 8709 8800

DISPENSARY CORNER

BIKER until the end.

Motorcyclists in Germany can now ride to their final resting place, with the launch of a new sidecar hears funeral service.

The man behind the bike is motorcycle enthusiast Joerg Grossmann, who told reporters that he expects to attract around 1000 'clients' a year.

His first prototype saw a hears cart fitted to a Kawasaki motorbike, however Grossmann said that 10 Harley hears are now under construction, and will be ready by the end of the year.



TECHNOLOGY goes backwards.

The humble corkscrew has been honed over the centuries to a small, compact device which simply opens a bottle of wine.

One inventor, Rob Higgs, however had other ideas, taking his love of yesteryear creations, and crafting a 10-foot tall "steampunk corkscrew".

Weighing in at half a tonne, the antique looking corkscrew starts via a hand-operated crank, and uses two cannon balls, a clock spring and a steam engine governor to then pour out the wine into a glass.

The original machine was made using 300 pieces of metal Higgs got from scrapyards and dumps.

The machine however caught the eye of a design company which then commissioned Higgs to create 25 of the machines out of brass.

The brass machines are now selling for around \$151,000 each.

