

Help  
prevent  
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.

Step 5 Streamline operations

Step 4 Train for better results

Step 3 Ramp up marketing

Step 2 Improve layout

Step 1 Buy better

## Four pages of PD

TODAY'S *Pharmacy Daily* features two pages of news, plus a full page of photos from the weekend's CPExpo at Sydney's Hordern Pavillion, and a full page from Drixine (P1).

## Swisse's 2nd chance

A FEDERAL Court has found that Swisse Vitamins was denied natural justice when the TGACRP ordered it to stop using its catch phrase "You'll feel better on Swisse".

In its finding, the Federal Court agreed with Swisse that the company was not given enough time to defend allegations made to the TGA's Complaints Resolution Panel (TGACRP), saying that Swisse was 'denied procedural fairness'.

The Court also set aside the order that Swisse withdraw advertisements that included the slogans 'clinically proven', 'Tired? Stressed? You'll feel better on Swisse?' and 'independently tested'. Moving forward the Court referred the matter back to the Panel, for "further investigation", and ordered that the regulator pay for Swisse's legal costs.

"Swisse has maintained all along that the process was fundamentally flawed, which is why we took the action that we did," said Swisse CEO Radek Sali.

"We feel completely vindicated by today's judgment," he added.

Meanwhile a spokesperson for the TGA defended the agency saying "the finding does not mean that the advertisements in question did not contravene the code".

## ASMI looks at labelling

ANY labeling change impacting brand names will be a huge issue for the industry, according to the Australian Self Medication Industry (ASMI).

The comments come in response to the launch of the TGA's Labelling consultation paper (PD Fri), which is designed to explore new ways of helping consumers understand info on medicine labels and packaging.

Commenting on the discussion paper ASMI said that it is prepared to participate in the discussion in "good faith based on the premise that this is a genuine dialogue with industry and other stakeholders to find the best way to address issues, rather than 'this is what the outcome will look like, say what you like'".

"Consistent with COAG principles we support minimum effective regulation, and any regulatory intervention should in our view be transparent, accountable, proportionate, consistent and targeted.

"We also subscribe to evidence-based decision making and interventions," a statement from ASMI said.

According to ASMI, any proposals put forward will have to be consumer tested to ensure readability of labels is not compromised.

ASMI also said that it supports the Labelling Code of Practice for non-prescription and complementary medicines.

"Labels which conform with the Code have been demonstrated to support appropriate selection and safe use by consumers," ASMI said.

ASMI was however wary of impacts on brand names, saying that the value of a brand name cannot be overemphasised as it determines commercial viability.

"Consumers need to negotiate their way in the pharmacy or supermarket among a vast array of products and product categories to find what they are after," ASMI said.

"Companies invest heavily in brand design, and maintain the heritage of fonts and colours used in the pack design to attract consumers through brand recognition.

"We don't dispute the importance of the prominence of product ingredients to facilitate easy recognition by consumers, but what has been proposed seems completely disproportionate and overly-prescriptive," ASMI added.

ASMI also said that it has serious concerns about proposed changes in relation to brand extensions or "umbrella branding".

"In some instances, the changes will essentially result in the banning of some products, and this could have legal ramifications," ASMI said.

To view the proposed changes to labelling rules **CLICK HERE**.

## Research fellowship

APPLICATIONS for the Blackmores Dr Paul Beaumont Research Fellowship for 2013 have now opened.

The Fellowship offers AU\$50,000 per annum, to support research into nutritional and/or lifestyle aspects of Macular Degeneration **CLICK HERE** for details.

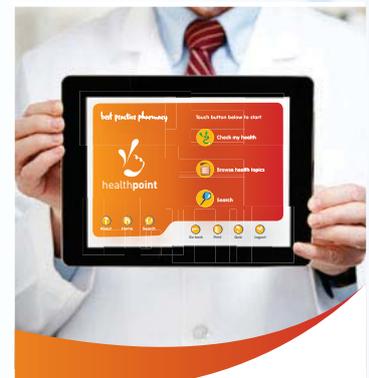
## Kids teeth improve

OVER the past 30 years children's oral health has improved "markedly" according to a new AIHW report.

Titled *Child Dental Health Survey Australia 2007: 30-year trends in child oral health* the report found that between 1977 and the mid 1990's the number of deciduous (baby) teeth affected by caries halved in children aged six.

Meanwhile caries in the permanent teeth of children aged 12 declined even more dramatically—in 1993, children aged 12 had less than one-quarter the number of teeth affected by caries than in 1977.

Interestingly the report also picked up an emerging trend, which showed that in both age groups, the average number of caries has increased slightly since the mid-1990s.



get in touch

With your customers

Interactive advice and screening tools now available for your Pharmacy

Call 1300 367 611



healthpoint

www.healthpointtech.com

Guild Pharmacy Academy  
National Convention & Exhibition

\$99.00 incl. GST – 3 day access to:

★ Education ★ Networking ★ Trade Expo ★

Expert Presenters and Health Care Professionals  
FREE Plenary Session

Guild Intern Training Program invites ALL Students & Interns for FREE

Friday 15th – Sunday 17th June 2012  
Sydney Convention & Exhibition Centre, Darling Harbour

Go to [www.guildpharmacyacademy-nce.com.au](http://www.guildpharmacyacademy-nce.com.au) to register now!

## GSK recruits patients

GLAXOSMITHKLINE Australia is recruiting Australian melanoma patients into a Phase III, randomised, double-blind study comparing the combination of the BRAF inhibitor, dabrafenib and the MEK inhibitor, trametinib to dabrafenib and placebo as first-line therapy in subjects with BRAF V600E/K mutation positive metastatic cutaneous melanoma.

See [www.Clinicaltrials.gov](http://www.Clinicaltrials.gov) identifier: NCT01584648.

## Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is  
**Dr Hilary Bower**  
**MBBS FRACGP, a**  
**Medical Officer at**  
**Family Planning**



**NSW and Project Officer for the**  
**'Cervical Screening Up-skilling**  
**Workshops for GPs'.**

Did you know that most sexually active men and women are exposed to the human papillomavirus (HPV) and experience transient, asymptomatic infections?

There are about 40 different types of HPV that affect the anogenital region and some can cause genital warts.

Other HPV types, if they cause persistent infections, can result in cancers such as cervical, anal, vulvar, vaginal, penile and some oropharyngeal cancers.

Australia has led the world with its National Human Papillomavirus (HPV) Vaccination Program which targets females.

This program uses an HPV vaccine aimed to protect against HPV types 6 and 11 which causes 90% of genital warts as well as HPV types 16 and 18 which causes about 70% of cervical cancers and also other HPV related cancers.

It is too early to show the complete impact of the vaccination program on HPV related disease and cancer.

There has been a dramatic reduction in the incidence of genital warts in the targeted female vaccination population as well as a smaller but significant reduction in the incidence of genital warts in heterosexual men.

This latter effect is thought to be due to herd immunity.

With no effect of the vaccination program on genital warts in men who have sex with men (MSM) and anal cancer increasing in this population, HPV vaccination of males is worthy of consideration.

## Prescribing framework

NPS has released a new prescribing competency framework which outlines skills, knowledge and behaviours required for safe and effective prescribing.

12 months in the making, the framework was constructed after broad consultation with both health professionals and representative groups from across the nation.

"The competency framework will be able to be applied broadly to all health professionals, including new and existing prescribers," said NPS CEO Dr Lynn Weekes, who added that good prescribing involves a complex range of skills that all prescribers, regardless of their background, should be able to demonstrate competency in before they are able to prescribe.

The new framework incorporates seven competency areas, each of which according to NPS, describe an activity essential for prescribing.

The seven areas include:

'understands the person and their clinical needs', 'understands the treatment options and how they support the person's clinical needs', 'works in partnership with the person to develop and implement a treatment plan', 'communicates the treatment plan clearly to other health professionals' and 'monitors and reviews the person's response to treatment'.

The final two competency areas include 'practices professionally' and 'communicates and collaborates effectively with the person and other health professionals'.

"We will be encouraging Australian registration, accreditation, professional and other organisations to adopt this framework as the benchmark for the training, credentialing, and ongoing professional development of prescribers," said Weekes.

To view a copy of the framework **CLICK HERE.**

## WIN A PURE THERAPY PRIZE PACK



This week *Pharmacy Daily* has teamed up with **Purist** and is giving five lucky readers the chance to win a Pure Therapy prize pack (pictured to the left), valued at \$87.75.

Pure Therapy by Purist®, the range formulated for severely dry and sensitive skin prone to Eczema, Psoriasis and Dermatitis has expanded to offer a number of facial skin care products as well as an extension to its existing body and hair care range. The new products are now available in pharmacies and health food stores nationally. Selected winners will receive the latest products from the Pure Therapy by Purist range.

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

Name one key ingredient used in  
the Pure Therapy range

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

## DISPENSARY CORNER

**CELEBRATIONS** deemed dangerous.

Revellers in the English county of Burnham-on-Sea have been dampened by a wet blanket thrown over their plans by the Somerset County Council who have banned bunting for the Queen's Jubilee celebrations due to health and safety concerns.

The county planned to string plastic flags between shops and lamp posts, but has since been told it cannot, because stress testing has not been conducted on each pole and shop.

**ALCOHOL** kills brain cells.

A new poster-boy for anti-binge drinking has emerged in Canada, after he was found napping on active train tracks after a big night on the beers.

The man, whose identity has not yet been made public, was reportedly spotted asleep on the tracks by the driver of a 26 carriage freight train hurtling towards him.

The driver immediately sounded the emergency horn and threw on the train's brakes, however to his dismay the train was not able to stop before it hit the sleeping man.

The train ground to a halt however only after 25 carriages had passed over the man, with the 26th right on top of him.

Convinced that he was dead, railway workers approached the 26th carriage with trepidation, but were shocked when the man woke up, reached for his beer beside him then stood up brushed himself off and walked away into the night.

"I don't know how you wouldn't wake up even being that passed out drunk, how you wouldn't wake up from that train rumbling over top of you with the brakes screeching," said Royal Canadian Mounted Police Sgt. Dave Dubnyk.

The man was later located by police and popped into gaol, however charges have so far not been laid.

Just one click away from keeping up to date with all the breaking news as it comes to hand...



## Pharmacists get educated at CPEXpo

THE Pharmaceutical Society of Australia hosted its first ever CPEXpo at Sydney's Hordern Pavillion over the weekend. *Pharmacy Daily* attended the festivities and was able to take these exclusive photos (with lots more for viewing at *Pharmacy Daily's* Facebook page).



**ABOVE:** Enjoying the exhibitors wares are a group of pharmacists who flew all the way from Perth to attend: Sze Khei Wong, Susan Yeong, Wai Yee Koh and Chooi Leng Tan.

**RIGHT:** Lilly's Shantal Garcia holds down the Lilly fort whilst pharmacists attend education sessions.



**LEFT:** Taking time out to have a chat with *Pharmacy Daily* about the company's newest products and relaunches is Andrew Smith and Kim Bulet from Reckit Benckiser.



**ABOVE:** Joshua Ferrett and Denis Shadlow from Aspen Australia ready and raring to field pharmacist questions at Aspen's CPEXpo stand.



**ABOVE:** Pharmacists and CPEXpo speakers Leone Snowden and Elizabeth Anderson.



**ABOVE:** The unsung heroes of the PSA's CPEXpo were its team of volunteers, a group of which (pharmacy students at Sydney University) is pictured above: Mariam Ghannoum, Ivy Poon, Dipankar Fulwaria and Angela Hatch.



**LEFT:** the PSA CPEXpo team enjoying the festivities: Steven Drew, Joanna Moullin, Domenica Baskin, Lichin Lim and Louise Croft.