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## What's in PD today?

TODAY'S PD features a page of news, and a Health and Beauty page, PLUS a full page from Synthon (see p3 for details).

## HeartWave in the US

THE US FDA has approved the HeartWare Ventricular Assist System, to support heart function and blood flow in patients with end-stage heart failure who are awaiting a heart transplant.

## CLEAN SKIN ALL YEAR ROUND

smooth, soft skin nature's way



This week PD is giving five lucky readers the chance to win great prize packs from Terra 2 Skin.

Maintain optimum skin health with this great pack consisting of a Mask in a Cup, Konjacu Fibre Sponge and Pomegranate Face Spritz.

For your chance to win, simply be first send in the correct answer to the below question to:

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

**How often should you use Mask in a Cup?**

Visit: [www.maskinacup.com.au](http://www.maskinacup.com.au)

Congratulations to yesterday's lucky winner, **Noelene Morris** of **Marlin Coast Amcal Pharmacy**.

## Rethinking Aussie hospitals

AUSTRALIAN hospital emergency departments (EDs) need to be redesigned and to be integrated community care based models in order to meet the requirements of older patients who have a growing need of acute care, according to a study by the School of Public Health and Preventive Medicine at Monash. Presented this week at the Emergency Medicine Conference being held in Hobart, the study looked at responses from 100 patients aged 70 years or older who presented to a tertiary metro Melbourne public hospital ED, and was designed to determine why older patients of lower clinical urgency choose to attend a hospital emergency department.

According to the breakdown 56% of patients were female, 57% lived alone, 73% presented during business hours, 58% arrived by ambulance, 80% presented for illness, and 65% were discharged home within 48 hours.

The results found that 56% of patients felt "socially disconnected", of which 49% lived alone compared with 65% who lived with their spouse or other family members.

All patients attended a regular GP, and 31% reported regular review appointments; whilst 35% said they

waited over 2-3 days for urgent problems, and 59% said accessing care after hours without attending an ED was difficult.

In addition, 23% reported that they attended an ED 3-6 times in the previous 12 months, with the most popular reasons for ED visits being a referral by a third party, difficulty with accessibility to primary care, patient preferences for timely care, and fast track access to specialist care.

"Most older patients of lower clinical urgency presented to ED due to perceived access block to primary or specialist services, alongside an expectation of more timely and specialised care," said lead researcher Dr Judy Lowthian.

"This suggests we should be considering a new design for emergency departments to cater for our increasingly older population.

"Expectations of care for the elderly, by patients and their carers are increasing, and EDs might not be best placed to manage this.

"The solution probably lies in a community-based system of care currently not available," she added.

## Arthritis webinar

ARTHRITIS NSW is hosting an informative webinar for health professionals who are interested in enhancing their knowledge about osteoarthritis and its management.

The one-hour webinar will be led by orthopaedic surgeon, Dr Sol Qurashi and will take place on 06 December between 3.30 and 4.30pm, **CLICK HERE** for details.

## Diabetes MedsCheck

THE Pharmacy Guild of Australia has launched its Diabetes MedsCheck Service online module.

The program is designed to provide pharmacists with a better understanding of the Guild's Diabetes MedsCheck services to support their customer's diabetes management.

According to the Guild, the Providing Diabetes MedsCheck Service module will help Pharmacists to: describe what constitutes poorly-controlled diabetes; define the consumer eligibility criteria for a Diabetes MedsCheck; outline suggested questions to ask during the Diabetes MedsCheck consultation; and outline how to incorporate the Accu-Check 360° View 3-Day Profile Tool into the Diabetes MedsCheck service.

Pharmacists who undertake the one hour module, will receive 2 CPD points.

To access the module, visit [www.mycpd.org.au](http://www.mycpd.org.au).

## Renewal reminder

THE Pharmacy Board of Australia is reminding pharmacists that they only have until 30 November to renew their registration.

Pharmacists who miss the 30 November deadline will still be able to register, but will have to pay a late fee.

Meanwhile, the Board has reported its online registration process is a success, with more than 50% of pharmacists having renewed their registration online so far.

See [www.ahpra.gov.au](http://www.ahpra.gov.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).



### DISPENSARY CORNER

**FITNESS** and flexibility put to good use?

28 flexible gymnasts have broken the record for fitting into a Mini Cooper this month, as part of the Guinness World Records Day celebrations.

The women took just 18 minutes to pack sardine style into the Mini, with faces smashed up against windows, and legs, arms and heads bursting out of the car's seams.

"While we have not quite been able to fit any of the girls into the Mini's glove box, there is a surprising amount of space to utilise," said organiser Dani Maynard.

**AGE** and gender are no barriers for a model.

A 71-year old grandfather has singlehandedly turned up the fortunes of his grand-daughter, after he agreed to model her new range of female clothing.

The man, Liu Qianping, discovered his inner model as he was visiting his designer grand-daughter Lyu Ting.

The designer was just receiving a new box of her latest clothing when her grandpa popped over.

As she was sorting through the clothing, Liu casually tried on one of the pieces.

The clothing looked so good on Liu that Ting and her staff decided that he should be the face of their new range.

Since enlisting her grandpa, sales for Ting's clothing have gone up five fold, whilst traffic to her website is, according to the designer, "hundreds times more".

Speaking about his new career Liu said "I just want to do a little help to my granddaughter, and it didn't hurt me at all".

"We were all very happy that day when they took the pictures.

"Life is all about happiness, isn't it?," he added.



### Age spots are a thing of the past

**StriVectin's** new **Get Even Brightening Serum** and **Get Even Spot Repair Pen** are targeted directly at discoloration, age spots and sun spots. Both the Serum and Repair Pen contain vitamin C actives (derivative) and the NIA-114 molecule, which works to visibly diminish the appearance of excess pigmentation (the source of dark sun or age spots). According to the company, when used together twice daily, the duo repair DNA, build a stronger skin barrier, and bind key targets in the skin and normalise the transfer of pigment (whereas shutting off pigment transfer can lead to side effects). The company also claims the range is six times more effective than leading brightening actives in four weeks (due to the inclusion of NIA-114).

RRP: \$89 (Get Even Brightening Serum), \$49 (Get Even Spot Repair Pen)

Stockist: 02 9663 4277

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



### Laura Mercier compacted

**Laura Mercier's** top selling **Tinted Moisturiser** is now available in a convenient **Compact**. The new portable compact features a crème formula that gives skin a dewy, natural-looking flawless finish ideal for all skin types. The compact comes in ten shades whilst the lightweight formula moisturises and hydrates the skin, providing sheer to moderate buildable coverage with a hint of colour to brighten and even out skin. The formula is also long wearing, with users getting around 6-8 hours wear out of a single application, and features a SPF of 20.

RRP: \$65

Stockist: 02 9663 4277

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



### Tom debuts a narcissus at night

The new **Private Blend** scent from **Tom Ford, Jonquille de Nuit**, blends lingering notes of the sweet smelling narcissus flower, with top notes of wild alpine cyclamen, acacia and angelica seeds. Into this weave, the perfumer has balanced Egyptian violet leaf and bitter orange leaf absolute, to provide a contrasting structure to the heady narcissus heart, whilst base notes of orris and warm amber round out the fragrance.

RRP: \$290 (50ml)

Stockist: 1800 061 326

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



### Sneak in some colour with DB's journal

From the outside, the **Designer Brands' Colour Journal** appears to be just that, a journal, however inside it is in-fact a make-up lovers paradise. Sporting 28 hot eye shadows and 20 luscious lip glosses, the journal is great for portable beauty, providing a colour palette to create looks from natural to evening glam on the run. The Journal also features its own mirror for applications and re-touches whilst on the go.

RRP: \$9.99

Stockist: 1300 765 332

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





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NSW <i>Sydney West</i>	Vikram Soni	0434 207 493	API /Symbion
QLD	Wade McDougall	0432 815 149	API/Symbion/Sigma
VIC	Marina Kyriakou	0406 309 509	API/Symbion/Sigma

For the Christmas holiday period between December 22 – January 16, please forward your orders to [enquiries@synthon.com.au](mailto:enquiries@synthon.com.au) and they will be dealt with promptly by our Customer Service team.

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