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Conference giveaway

THIS week Blackmores Institute is offering four full registration packages to next weekend's fourth annual Lifestyle Medicine Conference in Sydney.

The packages are each worth \$495, with one to be given away each day until Friday.

The conference is themed 'Healthy Ageing: for the individual & the world we live in,' with a range of expert speakers on topics including obesity, diabetes, chronic pain, hormones, nutrition and exercise.

It's on at the Harbord Diggers club at Freshwater from 02-04 Nov and offers CPD points for a range of health professionals - details at www.lifestylemedicine.com.au.

To win today's free registration package be the first **Pharmacy Daily** reader to answer the question: *Name one of the corporate partners of the Australian Lifestyle Medicines Association.*

Email your answer ASAP to comp@pharmacydaily.com.au.

Abuse trauma guide

A NEW set of guidelines to help mental health and social service providers better understand the effects of trauma on adult survivors of childhood abuse was officially launched in Canberra yesterday.

Developed by Adults Surviving Child Abuse and funded by the federal govt, the launch coincided with Blue Knot Day which aims to support Australians suffering some form of childhood trauma, which can include sexual, physical and emotional abuse or chronic neglect.

PSA signs pact with Japan

THE Pharmaceutical Society of Australia has today announced a new Memorandum of Understanding with Japan's Ueda Pharmacists Association, which aims to "develop and promote the professional role of pharmacists in the primary health-care team".

The significant agreement will also seek to identify "potential products and services that may form the basis of commercial licensing agreements between the two groups".

PSA National President, Grant Kardachi, said the deal would also promote collaboration around major events and conferences.

Prostate cancer site

A NEW website launched today aims to give a "voice" to the thousands of Australian men whose lives have been touched by cancer.

Dubbed 'Tomorrow Counts,' Prostate Cancer Foundation of Australia ceo Anthony Lowe said it was "set to become one of the largest social media platforms" from which people can share their personal experiences of the disease.

"Men are historically bad at talking about their health, however we have found that once given permission to tell their story, men really open up about the impact cancer has had on their lives, their fears, dreams and concerns for those around them," he added.

55 Australian men are diagnosed with prostate cancer every day - to view the website see www.tomorrowcounts.com.au.

"The Ueda Pharmacists Association is a very active professional body, and already PSA and the association have worked together on planning two upcoming workshops in Australia which Japanese representatives will attend for training purposes," Kardachi said.

"PSA's expertise in the delivery of education materials will be of great benefit to our counterparts in Japan, while the Japanese experience and broad knowledge base will add value to the Society's operations," he added.

PSA vice-president Claire O'Reilly has been invited to attend Japan as a conference speaker.

Kardachi said that the deal was "further recognition of PSA's pre-eminent position in developing and delivering CPD resources of unrivalled quality and depth".

Asia key for medicines

MEDICINES Australia says the government's 'Australia in the Asian Century' report released on the weekend highlights the opportunity for the Australian medicines industry to engage with emerging markets across the region.

MA ceo Brendan Shaw said the industry was already involved in Asia, with medicines among Australia's biggest manufacturing exports to nearby countries.

With Australia's competitive strengths in this area "we have the potential to grow this significantly," Shaw said.

Urgent TGA recall

THE Therapeutic Goods Administration has announced an urgent consumer-level recall of Muscletech Hydroxystim capsules, with users urged to stop taking the product immediately and return it to the place of purchase for a refund.

The recall is due to 1,3 dimethylamylamine (DMAA) being identified in the product.

DMAA is a banned substance which was recently included in Appendix C of the Standard for the Uniform Scheduling of Medicines and Poisons.

Reform turns one

THE Reform group is this week celebrating its first birthday, with the first twelve months seeing it gain strong momentum.

Founder Peter Nelson said "the support that we have had from both the supply side and the pharmacy side has been overwhelming," with Reform now represented with pharmacies in Queensland, Victoria, NSW and South Australia.

There's been particularly strong interest in the last two months from Victoria, with "a lot of pharmacies interested in saving money, streamlining their processes and not having to pay to use a service that should be free for them," Nelson said.

He said Reform offers suppliers a "better way to get market penetration" with profit from the deals passed onto pharmacies.

See the **last page** of **PD** today.

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Australian Government
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The Pharmacy Guild of Australia

The Electronic Transfer of Prescription Education Program is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and The Pharmacy Guild of Australia.

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Guild Update

Tasmania makes it two in a row for Pharmacy Assistant of the Year

Emma Heazlewood from Terry White Fourways Devonport, Tasmania has been named the Pharmacy Guild of Australia and GSK's 2012 National Pharmacy Assistant of the Year (PATY) at the Pharmacy Assistants' Conference on the Gold Coast across the weekend.

"All the finalists were such inspiring people," she said. "I have certainly formed long lasting relationships and I will be able to use the skills that I have learned in this competition throughout my career."

Tasmanian Branch President of the Pharmacy Guild of Australia, John Dowling said that this competition is a reflection of the dedication and passion that the finalists have for their jobs and the industry.

"To be named the Pharmacy Assistant of the Year is to be recognised for your skills and knowledge in your chosen career and this competition brings together outstanding assistants from across Australia," Mr Dowling said.

"We are delighted that Tasmania has now won the national title two years in a row. It clearly demonstrates that the service and care Tasmanians can expect from their community pharmacies is of a very high standard indeed," Mr Dowling added.

As the national winner, Emma will take home terrific prizes, including \$5000 cash and professional development with Guild Training to the value of \$5100.



**The Pharmacy
Guild of Australia**

Smoking down, obesity up

FIGURES released yesterday by Health Minister Tanya Plibersek have shown a continued decrease in smoking rates in Australia, along with a decline in "unhealthy levels of alcohol consumption".

The Australian Bureau of Statistics Australian Health Survey has found a stabilising in rates of diabetes after upward trends over the last ten years, but an increase in mental health problems and behavioural conditions.

Of significant concern was an increase in the percentage of adults who are overweight or obese.

Plibersek said the "landmark survey," which had involved a poll of about 50,000 people over the past two years, would help the government to make informed policy decisions.

She said obesity was a complex issue that required a sustained response, citing the investment of more than \$21 million over the last 18 months or so by the Australian National Preventive Health Agency in obesity social marketing campaigns.

The results of the "largest and most comprehensive health survey ever undertaken in Australia" would help guide government, health organisations and the public, according to Bernie Ripoll, Parliamentary Secretary to the Treasurer.

Synribo FDA approval

THE US Food and Drug Administration has approved Synribo (omacetaxine mepesuccinate) for the treatment of adults with chronic myelogenous leukaemia (CML) which is a blood and bone marrow disease.

Synribo works by blocking certain proteins which promote the development of cancerous cells, and is injected subcutaneously twice daily for 14 consecutive days over a four week cycle until white blood cells normalise in the patient.

A subsequent treatment round involves twice daily injections for 7 days out of 28 as long as patients continue to benefit from therapy.

DISPENSARY CORNER

HERE'S one award you really don't want to win.

Consumer group CHOICE has today announced the results of its annual "Shonky Awards" which aim to name and shame products it considers to be unacceptable.

One of this year's "winners" is Nature's Way Kid's Smart Natural Medicines - and CHOICE has taken exception to claims made by the 'Calm' product which can be used to treat symptoms such as "restlessness, anxiety, irritability and agitation"

CHOICE said this could delay parents from seeking more appropriate medical advice, and has gone further today by asking the ACCC to enforce compliance with an earlier ruling about claims regarding the efficacy of the products.

THE Shonky awards also highlighted the "ridiculous serving sizes" offered by Toblerone chocolate bars.

"The number of mountain pieces in some Toblerone bars is not easily divisible by the recommended serving size," CHOICE fumed, with the 400g bar having 15 pieces yet the packaging claims it serves 16.

A BREWERY in Scotland claims to have created the world's strongest beer.

Appropriately named Armageddon, the brew contains a whopping 65% alcohol, and is made using a special freeze fermentation process.

Just one pint contains twice the recommended weekly alcohol intake for an adult male - and despite this it's proven so popular that there is a two week wait for delivery, an amazing fact given that it costs a whopping £40 for a single 330ml bottle.

The maker, a company called Brewmeister, said the beer should be "consumed like a fine whisky," warning that even smelling it could put you over the limit.

LOOK YOUNGER FOR LONGER



Pharmacy Daily has teamed up with **Plunketts** this week and is giving ten lucky readers the chance to win exciting prize packs.

Each pack is valued at \$57.90 and contains **NEW** John Plunkett Multi Vitamin Moisturiser 60ml and Glyco Peel 15ml.

The 5 Anti-Ageing Vitamins in new John Plunkett Multi Vitamin Moisturiser can help keep the cosmetic surgeon away!

Therapeutic levels of vitamins A, B3, B5, C and E can help smooth wrinkles, reduce brown marks and redness, increase hydration and soften roughness.

John Plunkett Glyco Peel is a salon-strength night-time exfoliator with 25% glycolic acid.

To win this exciting prize pack, simply be one of the first two people to correctly answer the question below.

What is one of the anti-ageing benefits of using Multi Vitamin Moisturiser?

Email your answer to: comp@pharmacydaily.com.au

Congratulations to yesterday's lucky winners, **Nick Adams** from Coral Coast Pharmacies and **Jessica Bui** of Sydney University.

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