

Help prevent that nasty tasting drip down their throat.

73% of allergy sufferers also experience nasal congestion,¹ so they may need more than an antihistamine to relieve their symptoms. Drixine No Drip Formula 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

For allergy sufferers too



Drixine No Drip Formula contains oxymetazoline HCl. Reference: 1. MSD, data on file. ©2012 MSD Consumer Care, Inc. All rights reserved. RESP-1048472-0003 08/2012 MDRI0052/HCP/PD.

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Bupa retail centre

BUPA has broken new ground, opening its first multicultural retail centre in Sydney's World Square Centre.

The centre, designed in line with feng shui principles, will offer both Mandarin and Cantonese speaking consultants, translated materials and multilingual health and wellbeing education sessions.

WIN A LAVENDER PACK



Every day this week, PD is giving one lucky reader the chance to win a Bosisto's Lavender Pack, courtesy of FGB Natural Products.

Each pack contains a Lavender Spray, a Lavender Oil and Information Guide.

For your chance to win be the first to send the correct answer to the daily question below to comp@pharmacydaily.com.au

Bosisto's Lavender Spray can help to ease the itch of what?

Hint! Visit www.fgb.com.au

Congratulations to yesterday's lucky winner, John Oakley from Norgine Pty Limited.

Quitting easier with meds?

AUSTRALIAN smokers are more likely to succeed in quit attempts when they use medications or nicotine patches, according to new research published in *Addiction*.

During the study researchers from the Roswell Park Cancer Institute tracked over 2,500 smokers in the UK, Australia, US and Canada, who reported that they had tried to quit the habit between 2006 and 2009.

As part of the study, researchers asked participants how many quit attempts they had made and whether those attempts were with

will power alone or accompanied by anti-smoking medications.

Researchers tracked the smokers for six months to see which individuals managed to quit for at least half a year.

According to the study results those who used varenicline, bupropion or the nicotine patch had much higher quit success at six months compared to those who tried to quit without using medication.

"By restricting our analyses to those who made very recent quit attempts, we reduced the extent to which differences in quit-attempt recall could bias the estimates of medication effectiveness," said Karin Kasza, MA, statistician in the Division of Cancer Prevention & Population Sciences at RPCI and lead author of the study.

"Consistent with the strong evidence from clinical trials, our findings show that medications are indeed effective in increasing smokers' chances of quitting when used in the real world," she added.

DDS' Cosmetics Corner

DISCOUNT Drug Stores is set to trial Cosmetic Corner in 30 of its stores.

Cosmetics Corners offering includes pharmacy-only floor stands and wall units which boast branded cosmetics such as Revlon, Maybelline and L'oreal.

Since its inception in April 2011, Cosmetic Corner has experienced hyper growth with a projected national market penetration in excess of 15% by the end of 2012.

EMA appointments

THE European Medicines Agency's recently established Pharmacovigilance Risk Assessment Committee has elected June Raine from the United Kingdom as its chair and Almath Spooner from Ireland as its vice-chair.

Both mandates are for a three-year period.

Suicide prevention

THE Government has provided \$4.8 million in funding to Wesley LifeForce to help the organisation with its work in suicide prevention.

The Wesley LifeForce program helps communities to develop suicide prevention strategies, improve access to appropriate services and support people at risk of suicide and those bereaved by suicide.

Today in pharmacy

TODAY'S PD features a full front page from Drixine on its No Drip Formula for nasal congestion, plus see the last page to learn about Pharmacy Alliance membership.

PF awareness

PULMONARY fibrosis kills as many people worldwide per annum as breast cancer, according to the Coalition for Pulmonary Fibrosis.

The statement comes in conjunction with the launch of Pulmonary Fibrosis Awareness Month this September.

Pulmonary Fibrosis is a lung disorder characterised by a progressive scarring, known as fibrosis, and deterioration of the lungs, which slowly robs its victims of their ability to breathe.

Currently there is no known cause or cure for the condition, and it is estimated that around two-thirds of patients die within five years of diagnosis.

"The search for an effective treatment for pulmonary fibrosis remains a challenge to the academic scientific community," said Dr Marvin Schwarz, Professor of Pulmonary Medicine at the Division of Pulmonary Sciences and Critical Care Medicine at the University of Colorado in Denver.

"New and expected discoveries will hopefully lead to individualised therapies.

"All of us in the pulmonary community welcome the call for increased research funding and we know that the answers are closer each day," he added.

See www.coalitionforpf.org.

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Guild Update

Intern Incentives

Under a Pharmacy Guild of Australia and Department of Health and Ageing incentive scheme, rural pharmacies and hospital authorities have the opportunity to attract graduate pharmacists and be assisted with funding.

The Intern Incentive Allowance for Rural Pharmacies (formerly the Rural Pharmacy Pre-Registration Incentive Allowance) provides financial encouragement for rural and remote pharmacies to employ much-needed graduate pharmacy students.

Each eligible pharmacy and hospital authority can receive up to \$10,000 for every intern employed for 12 months.

Eligible pharmacies also have the option of employing intern pharmacists full-time for 6 months (or equivalent) to receive a \$5,000 incentive payment.

Applications submitted between 6 and 12 months will be calculated on a pro rata basis.

In addition, joint applications between eligible pharmacies and hospital authorities wishing to share 12-month placements of pharmacy intern students can be submitted.

To find out more about the allowance visit www.ruralpharmacy.com.au or contact the Rural and Indigenous Workforce team on (02) 6270 1888 or via email ruralpharmacy@guild.org.au.



The Pharmacy Guild of Australia

An intro to natural health

THE Complementary Healthcare Council of Australia has launched its Introductory Certificate in Complementary Medicines, a non-product based course designed to "cultivate informed choice".

The Certificate has been developed by industry experts for front line pharmacy and retail staff, as well as consumers, and is designed to expand participants knowledge base and understanding of complementary medicines.

"With research findings continuing to illustrate the rising use of complementary medicines - the most recent statistics published by Roy Morgan Research - we see it as our responsibility to ensure that consumers have all the information they need to make informed choices around the products they are purchasing," said Dr Wendy Morrow, ED of the CHC.

Designed as a short course, the Introductory Certificate is available

online and can be completed at an individual learning pace with access to an online tutor.

The Certificate is comprised of six modules, presented in easy to follow formats, and which include practical examples, reflections, case studies and quizzes.

Participants will also be granted access to the Natural Standard Database which provides evidence-based, peer-reviewed information on complementary medicines.

To learn more about the Certificate, or to sign up see www.moodle.chc.org.au.

New ED hope?

A NEW study has found that adult stem cells may offer a long-term solution to patients with erectile dysfunction and nerve damage, as opposed to the current short-term cures.

The Korean study, undertaken by researchers from the RNL Stem Cell Technology Institute working at St. Mary's Hospital in Seoul, found that in animal studies adipose (fat) derived adult human stem cells, grown in culture, were very effective in treating cavernous nerve injury.

When rats with cavernous nerve injury, the equivalent of erectile dysfunction (ED) in humans, were treated with the adult stem cells, they showed significant recovery of nerve system capacity and long-term recovery.

Breast cancer congress

THE Westmead Breast Cancer Institute is calling on Australian healthcare professionals to attend the Sydney International Breast Cancer Congress.

The multidisciplinary congress will be held in Sydney between 23-26 October and will focus on translating new research and technology into multidisciplinary, patient-centered care.

For more details see www.sydneybreastcancer2012.com.

DISPENSARY CORNER

UMBILICAL cord skin cream.

In the search for an ageless complexion it seems there are few paths that will not be trod, including using purified human umbilical cord serum in a cream to fight wrinkles.

The new formula, by Novo Solutions, is being touted as a "skin renewal system capable of stopping, slowing and reversing skin damage in 30 days".

The company proudly states that its cream is the only one in the world which uses the NovoSerum (cell-free, non-stem cell complex derived from purified human umbilical cord serum).

According to Novo, the serum features 350 molecules, proteins, cell signalers, nutrients, peptides, and vitamins, which are said to repair and restore age lost cellular mechanics, reduce inflammation, repair wounded tissue, reactivate cellular moisture systems, restore natural collagen and enhance skin matrix.

For those that are willing to slather on umbilical cord serum, the range is said to increase pro-collagen by 47.5%, reduce surface occupied deep wrinkles by 44.9% and reduce the depth of wrinkles by 30%.

Umbilical cord serum is available in a cleanser, exfoliant, eye cream and moisturising cream.

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