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1. Label claim comparison. 2. Canonica GW, et al. *Allergy* 2007;62(4):369-366. 3. Ortonne JP, et al. *Am J Clin Dermatol* 2007;8(1):37-42. 4. Bousquet J, et al. *Int Arch Allergy Immunol* 2010;153(4):395-402. 5. Bousquet J, et al. *Allergy* 2009;64:1516-1523. 6. Holmberg K, et al. *Allergy* 2009;64:1663-1670. 7. Demoly P, et al. *Ann Allergy Asthma Immunol* 2009;103:260-266. 8. Ortonne JP. *Eur J Intern Med* 2012 January;23(1):26-30. 9. Ring J, et al. *Int J Dermatol* 2001 January;40(1):72-76.

Aerius contains desloratadine. ©2012 MSD Consumer Care, Inc. All rights reserved. Level 4, 66 Waterloo Road, North Ryde, NSW 2113. RESP-1010959-0040 07/12 Saatchi & Saatchi Health MAER0025/PD



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Veteran information

THE Department of Veterans' Affairs has published a new educational brochure, *Medicines for Heartburn and Reflux: How much for how long?*

The brochure contains useful information about the role of proton pump inhibitor medicines in the management of gastro-oesophageal reflux disease.

See veteransmates.com.au.

iTherapeutics learning

PHARMACY staff across 4,284 pharmacies in Australia have successfully completed over 252,000 iTherapeutics product education modules on 56 brands, according to iTherapeutics.

The modules are provided free of charge to pharmacy staff through the support of iTherapeutics' education partners, and come with multimedia capability including voiceovers, video clips, animations and interactive quizzes.

See www.itherapeutics.com.au.

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Please contact Olivia Richardson on (03) 9603 1840 or olivia.richardson@bdo.com.au



R&D booming in Australia

MEDICINES research and development investment in Australia exceeded \$1 billion for the third successive year during 2010-11, according to the annual Australian Bureau of Statistics business expenditure report on R&D released this week.

According to the figures, the medicines industry attracted \$1.036 billion in research and development investment in 2010-11, and was found to be the third largest by area of business expenditure, behind financial services and mining.

Responding to the report Medicines Australia CE Dr Brendan Shaw said "These figures confirm Australia's reputation as a global centre for R&D excellence".

"Australia boasts some of the best scientists and research infrastructure in the world," he said.

"That is an advantage we must continue to capitalise on," he added.

Speaking about the report, Shaw said that the figures point to the untapped potential to leverage this success and grow the medicines industry.

Shaw also lauded the new R&D tax credit system introduced in August 2011 saying that it has effectively reduced the cost of eligible R&D by up to 10%.

"Maintaining the R&D tax credit incentive is key to continuing investment in R&D in Australia and supporting high-value research jobs," he said.

MEANWHILE Shaw also used the report's release as a chance to call for the implementation of the

recommendations of the Govt appointed Clinical Trials Action Group which focused on four key issues including the timeliness of clinical trial approvals, the benefits of e-health for clinical trials, improving patient recruitment and the level of support for clinical trials networks.

"Australia is facing fierce competition for clinical trial investment from countries such as Brazil, India and China," Shaw said.

"We have been losing clinical trials to these competitors.

"To be more competitive, we urgently need to see the implementation of the recommendations of the Government-appointed Clinical Trials Action Group.

"That will help Australia be more attractive as we compete for investment dollars," he added.

Your dose of Pharmacy

TODAY'S Pharmacy Daily features two pages of news, plus a page of Health and Beauty and a **front full page** from Aerius detailing its 24-hour non-drowsy solution to hayfever and allergies.

Swisse success

SWISSE'S advertising push over the Olympic Games has paid off, with the company reporting that it was the number one in its category at all major retailers in the month leading up to and during the Olympics.

"Swisse invested heavily in its support of the Olympic Games as we knew that Australians would see the link between our products and athlete performance," said Swisse CEO Radek Sali.

The advertising campaign, which featured some of Australia's most well known and successful athletes, also attracted the highest recall rating amongst viewers across all advertisers during the network's coverage, according to a Nielsen study.

The research revealed that the ads had an overall recall level of 40%, more than 2% clear of the next brand, McDonalds (38%) and ahead of leading Australian brands such as CBA and Coles on 34%.

"We will use the momentum created by the Olympics to grow the business further in Australia, but also have a clear focus on our global expansion which commences in January 2013," said Sali.

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Bereavement funds

THE Federal Government has provided \$6.9 million to United Synergies' StandBy Bereavement Response Service to assist those bereaved by suicide.

See health.gov.au for details.

CSL scores US contract

THE US Government has awarded Aussie manufacturer CSL Biotherapies a US\$1.5b contract to supply pre-pandemic and pandemic vaccine antigens and related services to the US national stockpile.

Under the terms of the contract, the US Government may request CSL Biotherapies to manufacture and store bulk antigen that can be used against influenza strains with pandemic potential.

The Company may also be called upon to develop working virus 'seeds' for other manufacturers and to formulate, fill and finish bulk stored antigen.

As Australia's only on-shore influenza vaccine manufacturer, CSL Biotherapies is already contracted by the Commonwealth Government to manufacture vaccines in the event of an influenza pandemic.

"CSL takes its role in protecting Australia against pandemic influenza very seriously and we continually invest in our operations to remain pandemic ready," said Dr John Anderson, General Manager of CSL Biotherapies.

"This puts us in a strong position to collaborate with governments globally to prepare for a pandemic emergency," he added.

Is fish oil now redundant?

THE benefits of fish oil for the prevention of heart attacks are being called into question by a new study published in the *Journal of the American Medical Association*.

The meta-analysis study was designed to assess the role of omega-3 supplementation on major cardiovascular outcomes, and took into account 20 individual studies evaluating the

effect of omega-3 on all-cause mortality, cardiac death, sudden death, myocardial infarction, and stroke (undertaken between 1989-2012), which involved a total of 68,680 patients.

According to their findings, omega-3 PUFA supplementation was not associated with a lower risk of all-cause mortality, cardiac death, sudden death, myocardial infarction, or stroke based on relative and absolute measures of association.

Speaking about the trial, research head, Dr Evangelos Rizos of the University Hospital of Ioannina said "Our findings do not justify the use of omega-3 as a structured intervention in everyday clinical practice or guidelines supporting dietary omega-3 polyunsaturated fatty acid administration."

The study has however garnered criticism from several quarters, with experts citing other studies which support the oil's heart protective qualities.

Patients cut costs

AUSTRALIAN arthritis sufferers are going without joint injection treatments because of the prohibitive cost, according to two new studies conducted by Arthritis Australia.

The studies included a survey of arthritis sufferers, and a survey of practicing rheumatologists.

According to the sufferer study two in three arthritis patients face out of pocket costs for their joint injections, and of those who reported out of pocket costs, 55% reported costs of \$100 or more per injection.

In addition, one in three people who need joint injections also said that they experience financial hardship to pay for them, whilst one in five sufferers who need joint injections reported delaying or not having them because of cost.

Meanwhile rheumatologists reported a sixteen fold increase in the number of patients declining joint injections due to cost, following the removal of Medicare rebates for joint injections in 2009.

Australian emergency

THE average Australian Emergency Department has 22.6 patients under treatment, and a further 6.8 waiting to be seen, according to the latest "snapshot" of Australia's Emergency Departments.

The snapshot was undertaken on 03 September and saw researchers from the Australian National University contact all accredited Emergency Departments in Australia to find out how many patients were being treated and whether they were waiting for inpatient beds.

According to the results, of those patients under treatment, on average 8.4 were waiting for inpatient beds, representing 37% of the patient workload.

Of these, 73% were experiencing access block, that is, they had already been in the ED more than 8 hours.

"On average, the situation is about the same as previous years, with around one-third of the nationwide ED workload being caring for patients whose emergency treatment has finished", said Associate Prof Drew Richardson, the author of the study.

WIN A LAVENDER PACK

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

Stressed? Tired? Sometimes you just need a little help from Mother Nature. Bosisto's Lavender Spray contains 100% pure premium grade Lavender Oil, so now you can enjoy Lavender's sleep-inducing, soothing properties at the touch of a button.

Each pack is valued at \$30 and contains a Lavender Spray, a Lavender Oil and Information Guide.

Spray around the bedroom to help sleep or onto a hanky to ease stress and headaches.

It's also perfect to spray in a baby's nappy bin to eliminate odours. It even helps ease the itch of insect bites!

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

Which room would you spray with Bosisto's Lavender to help you drift off to sleep?

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

Hint! Visit www.fgb.com.au

Congratulations to yesterday's lucky winner **Jill Truloff**, from **Friendly Care Pharmacy!**

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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.

Oil your body up for wellbeing

Sukin is celebrating its 5th birthday with the release of a limited edition **Wellbeing Body Oil**. Preservative free and 100% natural, the body oil combines rose hip and marula seed oil for instant hydration and to promote skin elasticity and radiance, whilst soybean oil and calendula flower extract- rich in beta-carotene, help to soothe the skin leaving it deeply moisturised, soft and silky smooth. The oil is suitable for massage, baths, as a post shaving soother and as a hand and foot treatment. As an added bonus, the oil comes with a free 10ml Sukin lip treatment (worth \$7.95)

RRP: \$19.95 (100ml)

Stockist: 1800 858 898

Website: www.sukinorganics.com



DISPENSARY CORNER

EMERGENCY red herring.

Emergency services rushed en-masse to an apartment building in Stockholm to deal with a suspected gas leak, only to find instead a bucket of fish.

Emergency crews including fire fighters and police were braced to deal with the worst when they appeared on the scene, entering the building where the "gas leak" was reported by neighbours who smelled the odour in a stairwell.

The search for the gas leak led the teams to a ripe bucket of herring fermenting away.

According to reports, the fermented fish is a Swedish delicacy which is traditionally served to guests at gatherings during the autumnal seasons.

LOSING weight is a bad thing?

A man who lost 63kgs in a year lost more than fat when he reached his ideal weight, with his girlfriend up and leaving as well.

The 26-year old British school teacher Ryan Buckham tipped the scales at 140kgs when he made the decision to slim down, cutting out all alcohol, sweets, and otherwise unhealthy foods.

He also took up a regimented fitness routine, and spent a lot of his time counting calories.

The strict routine got too much for his girlfriend of four years who decided to give up the relationship just before Buckham reached his ideal weight.

"Looking back I did get obsessed with the calorie counter; I was on it all day and wouldn't eat anymore when I reached the maximum," said Buckham.

Rather than let the breakup stop him, Buckham ran a marathon, became a PE teacher, "put the calorie counting into perspective" and gained a few pounds back.

He also got a new girlfriend, a fellow PE teacher, and has vowed to inspire his students who watched his weight loss, to live healthier lifestyles.

Eternal Youth is here

Australian women looking for an affordable way to maintain their skin and fight the signs of ageing now have a new range to add to their arsenal, **Eternal Youth by Designer Brands**. The range

includes a **Gentle Foaming Cleanser** which is enriched with vitamins A, B3, C and E, to nourish, and aloe vera to help calm and soothe the skin; as well as an alcohol-free **Revitalising Toner** formulated with aloe vera and witch hazel to gently remove oil and makeup and tighten pores. The range also includes a **Daily Facial Scrub**, which is infused with jojoba for skin elasticity, calendula flower to plump skin, and exfoliating beads to gently buff away dead skin cells; as well as an **Illuminating Day Crème** with Q10 which works as an antioxidant and free radical scavenger. Also included in the line-up is a

Restoring Night Crème which is boosted with Q10, and a swag of antioxidants and peptides to help promote collagen production and smooth and firm skin; as well as an **Anti-Wrinkle Revitalising Serum** which works to instantly and visibly tighten skin, whilst antioxidants and peptides work to fill lines and reduce the appearance of wrinkles; and a **Youth Firming Eye Crème** which works to reduce the appearance of dark circles and puffiness, whilst improving skin elasticity. The range is rounded out with **Cleansing Facial Wipes** which are enriched with rose water, aloe vera, Vitamins A, E, C and Pro-Vitamin B5 to gently cleanse and rejuvenate skin.

RRP: \$12.99 (cleanser, toner, and scrub), \$19.99 (day crème, night crème, eye crème and serum), and \$6.99 (cleansing facial wipes)

Stockist: 1300 765 332

Website: www.dbcosmetics.com.au



Know how to keep the peace

Philosophy's **Keep the Peace** instant relief mask is designed to target redness and sensitivity, with its super soothing formulation designed to calm irritation, and leave skin comfortable and refreshed. The mask is based on montmorillonite clay, and is infused with aloe vera, moisturising allantoin, anti-inflammatory melia azadirachta leaf extract, omega 3 rich plukenetia volubilis seed oil, skin conditioning epilobium angustifolium flower, and antioxidative squalene, as well as a stack of other soothing and calming botanicals including coccinia indica leaf extract, lawsonia inermis henna extract, melia azadirachta flower extract, solanum melongena leaf extract, basil leaf extract, tumeric leaf extract and soybean sterols. According to Philosophy the face mask provides measurable reductions in skin redness as well as a significant improvement to the overall appearance of skin.

RRP: \$45 (120ml)

Stockist: 1800 812 663

Website: www.adorebeauty.com.au

