

## Novartis patent case

**INDIA'S** Supreme Court has rejected a plea by Novartis to patent an updated version of its cancer drug, Glivec.

The Swiss drugmaker has been denied a patent by Indian authorities on the grounds that the new version was only slightly different from the old.

The decision means generic drugmakers can continue to sell copies of the drug at a lower price in India, one of the fastest growing pharmaceutical markets.

The generic equivalent is currently available in India for just \$175 a month - compared to \$3000 a month for Glivec in other countries.

There were concerns that, if granted, a patent could threaten access to cheap generic versions of life-saving drugs in poorer nations.

Novartis applied for a patent in 2006 for its new version of the drug, arguing that it was easier to absorb and therefore qualified for a fresh patent.

However, authorities rejected the application based on a law aimed at preventing companies from getting fresh patents by making only minor changes to existing drugs, a practice known as 'ever-greening'.

Experts say the ruling will set a precedent for the so-called 'patent cliff' - a phrase used to describe the expiry of pharmaceutical patents across a range of blockbuster drugs.

Novartis India md Ranjit Shahani criticised the judgement, saying it would discourage innovation.

He said the key issue was India's "non-recognition of intellectual property rights which sustain research and development".

## OTC reforms welcomed

**THE** Australian Self Medication Industry (ASMI) has welcomed the implementation of reforms following an extensive review of the business processes regarding the evaluation of OTC medicines in Australia and New Zealand.

"The decision to align the administrative process for evaluation of OTC medicines in readiness for the joint agency (ANZTPA) scheduled for 2016 makes good sense," said ASMI Scientific and Regulatory Affairs Director, Steve Scarff.

According to ASMI, the reforms will result in more efficient and cost-effective processes, greater transparency and predictability and improved clarity in relation to the regulatory requirements for OTC medicine applications.

These reforms relate only to the administrative processes employed by the regulators.

## HemaGlobal launched

**US-BASED** GZS Inc., which develops disease and condition-specific Electronic Medical Records/Electronic Health Records (EMR/EHR) and patient registry software solutions, has launched a worldwide WebTracker-Hemophilia EHR patient registry solution under the new brand name HemaGlobal.

The software allows outcomes studies to be conducted on a global scale for the first time.

The EMR/EHR patient registry system is used by virtually all Hemophilia Treatment Centers in the US - see [www.HemaGlobal.com](http://www.HemaGlobal.com)

They do not alter the standards applied or the assessment of the risks and benefits associated with new and changed OTC medicines.

"We've worked with the TGA and Medsafe for the past 18 months to help bring about more streamlined, transparent and predictable processes which are based on a sound risk management approach," said Scarff.

The new administrative procedures will start from 15 April 2013 and will be rolled out over the next 12 months.

## Grants on offer

**\$30,000** in grants for hospital pharmacy employees are still up for grabs in the 2013 Symbion Hospital Services and Sanofi Volunteer Engagement (SSave) program.

The deadline for applications has been extended to 22 Apr 2013.

Three grants are available: one worth up to \$15,000 and two valued at up to \$7,500 each, to financially aid individuals who want to give their time and skills to communities in need either overseas or within Australia.

The money can be used to cover costs associated with travel and accommodation, leave without pay, and volunteer program fees.

Since the program started in 2009 SSave Grant recipients have worked in a range of countries including Cambodia, Haiti, Sri Lanka, Zambia, Vanuatu and the Solomon Islands.

For more details on the program and application forms see the website at [www.ssave.com.au](http://www.ssave.com.au).

## New orphan drugs

**THE** Therapeutic Goods Administration has designated Bayer's sorafenib (Nexavar) and Biogen's recombinant human coagulation factor VIII Fc fusion protein as orphan drugs.

For details see [www.tga.gov.au](http://www.tga.gov.au).

## WIN A DESIGNER BRANDS PRIZE PACK



This week **Pharmacy Daily** is giving five lucky readers the chance to win a Designer Brands prize pack, valued at over \$60.

Each pack includes Natural Ground Minerals, Showoff Mascara, Pore Minimising Primer, Kabuki Brush and Kohl Pencil.

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Congratulations to yesterday's lucky winner, **Jade Ohlmus** from **Pharmore Pharmacies**.

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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)

### Nature's Own new fish oils

Nature's Own is adding two new products to its highly trusted vitamin, mineral and nutrient range.

**Concentrated Fish Oil** is a one-a-day omega-3 supplement, designed to assist in the maintenance of normal blood pressure, cholesterol levels and heart function in healthy individuals, as well as supporting eye health.

Approved by the Australian Heart Foundation, Nature's Own Concentrated Fish Oil is perfect for those wanting a convenient one-a-day supplement to support heart health. **Joint Enhance + Krill** is a dual-action formula, which contains a clinically trialled dose of glucosamine and chondroitin with the added advantage of krill oil.

**Stockist:** 1800 451 453.

**RRP:** \$19.95 (Concentrated Fish Oil), \$36.95 (Joint Enhance + Krill)

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



### Dreambaby animal stoppers

The new **Dreambaby Animal Door Stoppers** are perfect for many uses - from keeping your doors open to stopping them banging all together and potentially hurting little fingers. Simply insert a new Dreambaby Animal Door Stopper high up on the door edge, and all your door slamming problems are solved. The new fun and friendly safety features come in three animal designs: crocodile, shark and wolf.

**Stockist:** (02) 9386 4000

**RRP:** \$4.95

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

### Smell luminous with Balenciaga

Balenciaga's new **L'Eau Rose** blends floral scents with intriguing spicy notes of cedar and cypress along with patchouli. Pure pink in colour, the fragrance comes in a stunning glass bottle and continues the Balenciaga dynasty from Olivier Polge which also includes L'Essence and Balenciaga Paris. Violet is the common thread of all three, with this latest addition described as a "passionate, thrilling fragrance, like the wild dreams of young women today who smoulder with sensuality". Available from 28th April 2013.

**Stockist:** 1800 812 663

**RRP:** \$125 (50ml), \$150 (100ml)

**Website:** [www.coty.com](http://www.coty.com)



### Thirst quencher

The new **Clarins HydraQuench** range of moisturising products will be available from 8 April. The active ingredient in the new range is Katafray bark (pictured) extract from Madagascar, which has been developed exclusively for the brand and promises to deliver improved, longer-lasting hydration. Clarins says it's the "ultimate SOS treatment for dehydrated skin" with high performance active ingredients which deliver improved, long-lasting hydration. As part of the company's fair trade program, an amount is donated to Clarins' Madagascan partners in the harvest zone and used to set up a drinking water network in local villages.

**Stockist:** (02) 9663 4277

**RRP:** \$30-\$85

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



## DISPENSARY CORNER



**ARE** you ready for the virtual pharmacy?

US pharmacy giant CVS recently launched a novel app that offers an unusual digital store feel for customers using Apple iPads.

The CVS iPad app creates an individualised retail experience that permits shoppers to take care of their drug store requirements.

Customers may access offerings from the Photo Center, Pharmacy, ExtraCare and MinuteClinic besides navigating through a virtual 3D CVS/pharmacy.

They may also browse the store for shopping.

According to the company, the CVS iPad app provides the large number of customers who check out [CVS.com](http://CVS.com) using a tablet with the virtual experience of visiting their local CVS/pharmacy.

Some of the mini apps available on the CVS iPad app include the ExtraCare with Coupon Center, whereby buyers can enrol to manage their rewards.

The Pharmacy Services with Enhanced Prescription Management allows shoppers to quickly view their prescriptions and then decide on refills or other action.

**THIS** easter bunny isn't funny.

A rabbit named Ralph has regained his title as the world's fattest bunny, after putting on another two kilograms in weight.

Ralph, pictured below with doting owner Pauline Grant, has a daily diet including cabbage, broccoli, corn, a carrot and apples - as well as brown bread, Weet-Bix and cream biscuits.

Hungry Ralph previously held the title in 2010 after being overtaken by another Continental Giant which has since died.

