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Diabetes Educators

THE need for access to diabetes educators for people with diabetes is “crucial”, according to the 12-year follow-up of the *Australian Diabetes, Obesity and Lifestyle Study (AusDiab)*, out this week.

The report found the incidence of diabetes in Australia remains alarmingly high, with about 269 aged over 25 years developing the condition every day.

Professor Jonathan Shaw, Associate Director of Baker IDI Heart and Diabetes Institute and the report’s co-chief Investigator said: “The health and wellbeing of a whole generation of young Australians is being compromised by a lifestyle rich in energy dense foods and low on physical activity.”

People living with the chronic condition will benefit from a visit with a Credentialed Diabetes Educator (CDE), who he said were an “integral member of the health team” providing assistance in self-management of diabetes and guidance towards optimal health outcomes.

Diabetes educators play a major role in preventing complications by focussing on the individual needs of people giving knowledge, motivation & support, Shaw said.

New ASMI induction course

THE Australian Self-Medication Industry has launched a first-of-its-kind online interactive “induction course” for the Australian consumer healthcare industry.

ASMI says it expects the resource to become an industry standard, “ensuring high levels of knowledge, compliance and Quality Use of Medicines (QUM) promotion across the sector”.

The course offers five core learning modules, with the aim of giving an understanding of healthcare regulations, medicines scheduling, marketing and advertising regulations, along with the broader healthcare system.

The course is aimed at people working within the consumer healthcare industry in fields such as sales, particularly those dealing with pharmacy staff, regulatory, marketing and communications and customer service, while advertising, PR and design agencies supporting OTC manufacturers are also encouraged to do the training.

“With so much reform within the healthcare environment, it is critical that industry professionals are up-to-date and familiar with the regulations governing the industry,”

said ASMI marketing director, Filomena Maise.

“Whether you are new to the consumer healthcare industry or simply seeking to update, expand or consolidate knowledge, this new interactive resource will provide the ideal foundation to increase your skills and confidence as an industry professional,” Maise added.

Its costs \$595+GST for ASMI members and \$795+GST for non-members, and an accreditation certificate is provided after successful completion - to register for the course **CLICK HERE**.

Fresenius to Indonesia

FRESENIUS Kabi has announced the creation of a new joint venture with Soho Global Health, to focus on intravenous generic drugs and infusion solutions in Indonesia.

The move will see Fresenius Kabi acquire a 51% of Soho’s PT Ethica Industri Farmasi (EIP) subsidiary.

Founded in 1946, EIP was the first manufacturer of injectable drugs in Indonesia, with a production plant in Jakarta and a product portfolio which generated sales of more than €40 million last year.

“Demand for health care in Indonesia has been growing steadily and is expected to accelerate in the coming years due to the implementation of a universal health care program,” the company said.

According to Fresenius Kabi, Indonesia’s pharmaceutical market is expected to double to €7.1 billion by 2018.

Parcel revolution

PHARMACIES are being invited to join the Parcelpoint network which sees retailers enhancing their services by providing drop-off and pick-up points for online shoppers across Australia.

See **page four** of today’s **PD** for details of this opportunity.

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The Good Price Pharmacy Warehouse model is based on aggressive pricing, a large product range, appealing store layout and a well planned marketing strategy. All this in a large format environment that maintains customer service standards reminiscent of smaller community pharmacies.

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GOOD PRICE PHARMACY WAREHOUSE

Metals in CMs

THE UK's Medicines and Healthcare products Regulatory Agency (MHRA) has confirmed several recent reports of the use of heavy metals in unlicensed Ayurvedic or traditional Chinese medicines.

They identified products including Bak Foong Pills, Hairegenerator, Niu-Huang Chieh-tu-pien, Divya Kaishore Guggul and Chandrababha Vati.

Mercury, arsenic and lead are the main offenders, all of which have broad impact across multiple body systems.

The products cited are used to treat a range of symptoms including baldness, menstrual discomfort, mumps, sore throats, tonsillitis, toothache, skin infections, anorexia and fever in infants.

"The adulteration of ethnic medicines with heavy metals is a significant international problem," the MHRA said.

"The inclusion of these metals, or salts containing them, pose a serious risk to public health," the agency added.

McPherson's H&B strong

MCPHERSON'S Consumer Products, the supplier of a range of brands including Lady Jayne, Manicare, Maseur and Footcare, yesterday reported a loss of \$32m, after writing down the value of intangible assets by \$48.5 million.

However the underlying result was a \$14.4m net profit after tax, with overall sales up 8.3%.

The company's health and beauty category was strengthened during the year with the acquisition of Footcare International, while Maseur was also recently added to the McPherson's portfolio.

H&B sales rose 19%, while

revenue from Lady Jayne and Swisspers was slightly higher than the previous year, the firm said.

MD Paul Maguire said McPherson's was continuing to look at growth opportunities through complementary acquisitions and new agency agreements.

PSA CHF challenge

PHARMACEUTICAL Society of Australia acting national president Joe Demarte says it's disappointing that consumer groups including the Consumers Health Forum, CHOICE and ACOSS "seem to be singling out pharmacists who provide a pivotal health service for the community".

The trio yesterday launched a concerted attack on the pharmacy campaign highlighting the impact of the government's accelerated price disclosure regime (**PD** yesterday).

"I am at a loss as to why anyone would seek to put community pharmacists out of business," Demarte said.

"The issue over price disclosure is that the Government has broken an existing contract with the pharmacy profession and has unilaterally accelerated the process to a level which is unsustainable," he added.

Demarte said the move would result in the loss of programs and services which pharmacies cross subsidise through dispensing.

"We all want cheaper medicines, but the process must be managed in a way that not only provides cheaper medicines for consumers but also does not damage pharmacy's ability to provide medicines equitably across Australia," he added.

Blind voting system

FOR the first time in an Australian federal election voters who are blind or have low vision will be able to this year cast a secret vote via a telephone voting system.

Blind or low vision voters can still vote with assistance at a polling station on election day, but the new system also allows registrations for the secret poll on 1800 913 993.

Over 700 people have already registered for the new technology.

Win a MeMeMe Cosmetics Pack



This week **PD** is giving five readers the chance

to win a **MeMeMe** prize pack, valued at over \$65 each.

Look pretty in pink with the MeMeMe BlushMe! Blush Box & Lip Cream Duo. It comprises of always trending shades and is suitable for all skin tones.

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comp@pharmacydaily.com.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 newproducts@pharmacydaily.com.au

Dermaveen shower and bath oil

Useful for both adults and children, **DermaVeen Shower & Bath Oil** is a soap-free cleanser with emollients that soothe and soften dry, itchy skin. This non-greasy water dispersible formula leaves your skin feeling clean, smooth and supple. Suitable for use on recurring, chronic dry skin conditions, Dermaveen shower and bath oil is pH balanced and is ideal for infants, children and adults with no lanolin, parabens, dyes or fragrances.

Stockist: Major pharmaceutical wholesalers

RRP: \$18.49 500ml, \$23.49 1.0L

Website: www.dermaveen.com.au



Natural Instinct brings a range of affordable face, hair, body and baby care

The Natural Instinct range are made with carefully selected natural ingredients. These Australian-made products are formulated with the finest plant-derived ingredients, certified organic extracts, and pure essential oils. Free from any potentially harmful chemicals and toxins, artificial fragrances and colours, Natural Instinct products are a truly natural alternative. The range consists at this stage of **Natural Instinct Body Wash**, which

combines organic extracts with pure essential oils, to leave your skin feeling smooth and clean and **Natural Instinct Body Lotion**, an easily absorbed botanical blend of Chamomile, Burdock, Rosehip, Horsetail, Lavender, Red Grape, Jojoba and Avocado.

Stockist: Major pharmaceutical wholesalers

RRP: \$11.95 500ml Body Wash, \$15.95 500ml Body Lotion

Website: www.naturalinstinct.com.au



Reef Coconut Beach Glow Range

Reef transports you to a tropical paradise this summer with their new sweet smelling tanning range Beach Glow. Reef Beach Glow delivers a completely natural looking, streak free glowing tan in minutes with an instant bronzing effect that develops and dries instantly. With two shades, Bronze & Deep Bronze to choose from, there is a shade to suit all skin tones. The easy to apply spray gives a light silky feel, leaving your skin with an instant summer glow and allows coverage in hard to reach areas such as your back.

Stockist: 1800 630 056

RRP: \$14.99 150mg Tanning Spray, \$13.99 145ml Foaming Mousse

Website: www.reefsun.com.au



Massage your baby into a peaceful slumber with GAIA Massage Oil

Babies who are massaged regularly tend to be more relaxed, eat and sleep better and have less colic, reflux and constipation, according to the Infant Massage Association of Australia. Pure sweet almond oil, as recommended by the Association, is the ideal natural lubricant and intensive moisturiser in one to care for your precious baby's delicate skin. GAIA Natural Baby Massage Oil is made from pure sweet almond oil with just a hint of the pure essential oils of organic lavender and organic chamomile, well known to calm and soothe babies.

Stockists: Major pharmaceutical wholesalers

RRP: \$11.50

Website: www.gaiaskinnaturals.com



DISPENSARY CORNER

PROBABLY not the best way to lose weight.

An Iowa woman who thought that swallowing a tape worm might be a great weight loss trick has taken on more than she bargained.

When she told her doctor that she had purchased a tapeworm on the Internet and swallowed it, the GP immediately called the Iowa Department of Public Health to ask what to do for her according to *USA Today*.

The department's medical director, Dr. Patricia Quinlisk, advised an anti-worm medication.

"Ingesting tapeworms is extremely risky and can cause a wide range of undesirable side effects, including rare deaths," she wrote.

"Those desiring to lose weight are advised to stick with proven weight loss methods — consuming fewer calories and increasing physical activity."

Tapeworms of various types create different problems, but weight loss is no guarantee, while anaemia, abdominal pain, diarrhoea, loss of appetite and even seizures are all possible.

Some tapeworms have minimal impact while others can grow to 30 feet long.

A 123 year old herder living in Bolivia is thought to be the oldest person to have ever lived, according to UK paper *The Mirror*.

Carmelo Flores Laura, although still professing good health, has lost all his teeth but he doesn't need a walking stick or glasses.

Carmelo is an Aymara Indian whose birth was recorded on July 16, 1890, and he holds an official baptism document to prove it.

He was widowed 10 years ago and has fathered three children and now has 16 grandchildren and 39 great-grandchildren.

His daily diet has always been cananhuá, a wild grain species rich in protein and amino acid, along with occasional pork and mutton meals.

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