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Help to quit smoking

SMOKERS who made their New Year's resolution to quit will benefit from another burst of anti-smoking TV ads, larger graphic health warnings on the new plain packs, and new free smart phone apps.

The apps are available from the iTunes store free of charge, and are titled, Quit Now: My QuitBuddy; and Quit for you - Quit for Two.

Shame stops Hep C treatment

THOUSANDS of Australians with hepatitis C risk serious liver complications such as liver failure or liver cancer because the shame associated with the disease acts as a barrier to treatment, according to a new report by Economist Intelligence Unit.

The report, titled *The Silent Pandemic: Tackling Hepatitis C with Policy Innovation*, also warns that the impact of hepatitis C, which is now responsible for more deaths in Australia than HIV/AIDS, is set to grow dramatically as people who contracted the virus before it was identified in 1989 now develop liver related complications.

It is estimated that more than a quarter of a million Australians are infected with hepatitis C, eighty percent of which, according to the report, contracted the virus through unsafe injecting drug use.

"Whether the person contracted the blood-borne virus through drug use or other means, few are prepared to admit to having the infection and many delay testing and treatment," said report contributor Jack Wallace, Research Fellow, La Trobe University.

"It is estimated that more than 225,000 Australians are infected with the hepatitis C virus, most know that they have the virus, yet only two per cent receive treatment every year," he added.

The report also found that worldwide, the full scope of the problem is unknown because epidemiological data remains incomplete.

In addition the report noted

significant barriers to addressing the disease exist, including gaps in scientific knowledge, poor public awareness and delay of treatment due to cost and side effects.

MEANWHILE, responding to the report, Hepatitis Australia President Stuart Loveday said that increasing treatment rates within Australia is both a priority and a challenge.

"Right now new hepatitis C treatment options offer a high chance of cure for people with the most common and hardest to treat strain of the hepatitis C virus, genotype-1," he said.

"Hepatitis Australia hopes these drugs are listed on the Pharmaceutical Benefits Scheme in the near future," he added.

Libigirl warning

THE TGA has issued a warning regarding Libigirl capsules, saying they pose a serious risk health and should not be taken.

The warning follows TGA testing which found that it contains the undeclared prescription substances sildenafil and tadalafil - despite the product label claim that it is 100% Natural and contains no medicines.

As such, the TGA has declared that the supply of Libigirl capsules is illegal.

Australians who have purchased the drug are being advised to stop taking it and take any remaining capsules to their local pharmacy for safe disposal.

See www.tga.gov.au.

TGA pharmacovigilance

THE Australian Requirements and *Recommendations for Pharmacovigilance Responsibilities of Sponsors of Medicines* have been updated on the TGA website.

See www.tga.gov.au for details.

Mental health DVD

AUSTRALIAN parents suffering depression and anxiety are being offered a new tool, a DVD called Family Focus.

The DVD is designed to help parents talk to their children about their mental health, and is based on an approach developed by US-based Dr William Beardslee, an internationally acclaimed specialist in mental illness prevention.

In addition, the DVD was developed in collaboration with Australian psychiatrists, psychologists, mental health nurses, occupational therapists, social workers, researchers and Australian parents and children with lived experience of parental depression/anxiety, and the DVD is aimed at helping parents start the conversation.

"It is estimated that up to 23 per cent of children live in a household where mental illness is experienced and these children obviously face some unique challenges," said Minister for Mental Health and Ageing Mark Butler.

"We know that these children are at greater risk of developing a mental health or substance abuse issue," he added.

The DVD is available for free from the Family Focus website, see www.copmi.net.au/familyfocusdvd.

WIN A REEF PRIZE PACK



This week **PD** is giving 5 lucky readers the chance to win a Reef prize pack.

Iconic Australian brand Reef will have you beach ready with this fabulous pack of Reef products including Reef Dry Sun Tan Oil SPF30+, Reef Dry Touch Sunscreen Lotion SPF30+, Reef After Sun and Tan Extender and a Reef iPhone cover. With Reef's full suncare range scented with their signature coconut fragrance, every day will seem like a summer day!

To win, simply be the first person to send in the correct answer to the question below to:

comp@pharmacydaily.com.au

What is Reef's signature smell?

Congratulations to yesterday's lucky winner, **Lana Sandic** of **Coolalinga Better Health 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.



DISPENSARY CORNER

MAYBE try cutting out milk?

An American man has found himself in an unusual set of circumstances after being reprimanded for creating a "hostile work environment" over his frequent flatulence.

In the letter, the man was informed of 60 documented instances passing gas in his office over a 12 week period.

The instances were noted by the man's supervisors who began recording the frequency of flatulence after it had become a "problem" lasting longer than three months.

The man's response to the letter, that he would turn the fan on in his cubicle, did little to allay his colleagues concerns, with the supervisors telling him that would only "cause the smell to spread and worsen the air quality".

The man then told the managers that he was lactose intolerant, and that he would endeavour to find something to stop the gas.

It is not known in his search for a suitable medication whether the man stopped eating or drinking milk based products.

A HEAD of the queue.

Customs officers were horrified to find a stash of 18 frozen human heads whilst routine screening of cargo at O'Hare International Airport in Chicago.

The shipment was frozen, wrapped and labelled "human specimens", and was immediately transferred to the Cook County Medical Examiner's Office and stored in the office's morgue, whilst the investigations continued.

Fortunately, rather than being a macabre collectors cache, or worse, the heads were found to have been used for medical research in Italy and their transport was part of their return to Illinois for cremation.

Unfortunately the shipment which involved three containers, was held up, and arrived in Chicago later than expected by mistake, leading to the confusion.

Paint your lip a shade of summery jasmine

Tom Ford has released a limited edition collection of four red lip colors designed to complement to his Private Blend fragrance, *Jasmin Rouge*. Inspired by the scent's "decadent and voluptuous, spiced-floral notes and the hedonistic glamour of its deep crimson bottle", the lipsticks come in two contrasting shades of cherry-red and crimson-red, and have been formulated in two finishes: a rich, satin matte finish and a lustrous, shiny pearlized finish, creating four distinct looks. The collection's cherry shades are **Slander** (pearl finish) and **Narcotic Rouge** (matte finish). The crimson shades are **Reckless** (pearl finish) and **Diabolique** (matte finish). Each lip color is packaged in the mahogany brown case with gold detailing.

RRP: \$65 each

Stockist: 1800 061 326

Website: www.tomford.com



Ombre minerals for the perfect face

Clarins' new **Ombre Minerale Collection** includes a **Accents Face & Blush Powder**, a **3-Dot Liner**, **Kohl Eye Pencil**, **Instant Definition Mascara in Intense Plum**, and **Rouge Prodige**. The **Blush Powder** is said to be silky and ultra-fine, and is designed to illuminate and mattify all complexions, leaving the skin with a radiant glow; whilst the **3-Dot Liner** is a pen-like eyeliner that offers long-wearing results with its three-pronged tip which glides easily between lashes drawing a precise line that is never messy or runny. Meanwhile, the **Kohl Pencil** features colour pigments and is designed for long-lasting wear, whilst **Plum**

Mascara combines two types of brushes – a fibre brush and an elastometer brush in one. Fibres coat and thicken lashes, elastometer spikes reach short lashes with precision and optimise distribution. Last but not least, the collection's **Rouge Prodige** long-hold lipsticks come in four on-trend colours, **Spiced Orange**, **Orchid Pink**, **Fig** and **Dark Cherry**.

RRP: \$59 (Accents Face & Blush Powder), \$40 (3-Dot Liner), \$36 (Eye Pencil), \$42 (Mascara) \$42 (Rouge Prodige)

Stockist: (03) 9380 8521

Website: www.adorebeauty.com.au

Plump away those bags

Love those Lashes' Collagen Eyepads are said to offer 10 times more moisture and nutrients to the eyes than ordinary eyepads. The eyepads are designed to work by infusing collagen into the pores to plump the skin and reduce the appearance of bags and dark circles under the eyes.

RRP: \$40 (pack of 10)

Stockist: 1300 527 437

Website: www.lovethoselashes.com.au



Soap free cleansing

Papulex's Mossant Soap Free Cleansing Gel is a soap-free cleansing gel tailored for acne and blemish prone skin, to gently reduce skin imperfections, while gently cleansing and moisturising the skin. The gel calms, controls and clears acne-prone skin without leaving it dry, or irritated afterwards, and is designed for use morning and night.

RRP: \$28.25 (150ml)

Stockist: 02 9080 7200

Website: www.papulex.com.au

