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## Anderson at PAC13

**PROFESSOR** Claire Anderson from the University of Nottingham in the UK has been confirmed as one of the presenters at the upcoming Pharmaceutical Society of Australia's Pharmacy Australia Congress (PAC13) which will take place in Brisbane 10-13 Oct.

Anderson is a “renowned international pharmacist” who worked as a hospital clinical pharmacist as well as in community pharmacy before moving into academia, and is a member of the English Pharmacy Board and FIP.

She will speak on the subject of *One patient: Patients' experiences of using medicines* as part of the overall conference theme, focusing on unity in the profession in the delivery of services and with the goal of better health outcomes.

For more info or to register see [www.psa.org.au/pac](http://www.psa.org.au/pac).

## RB pushes eye category

**RECKITT** Benckiser is expanding the OTC pharmacy eye care category with the launch of Optrex ActiMist into Australian community pharmacies from September.

The product is the UK's top selling eye care treatment brand, and is a quick and easy way of treating dry, sore and irritated eyes.

Optrex ActiMist is much easier to use than eye drops because it is sprayed onto a closed eye; it's also safe to use with contact lenses and can be sprayed over eye make-up.

The spray works by repairing the lipid layer of the tear film and seals moisture into the eye.

At an official launch yesterday, RB's Vanessa McCutcheon said about 30% of the population suffer from dry eyes but most do not seek treatment, with pharmacists and pharmacy assistants ideally placed to educate customers about the condition and treatment options.

Celebrity Kris Smith is partnering with an education campaign for pharmacy staff - for full details see [www.rbhealthhub.com.au](http://www.rbhealthhub.com.au).

## Cold and flu training

**ASPEN** has launched two new QCPP-approved Refresher Training Modules for pharmacy staff on the Pharmacy Club website.

The Chemist's Own modules aim to give pharmacy assistants a better understanding of how to assist customers with coughs, colds and flu symptoms this winter season.

Also included are customer scenarios to help demonstrate how pharmacy assistants can use their pharmacy protocol when recommending cough and cold products to their customers.

Each module is approved for 0.5 hours of QCPP Refresher Training and the program is available now at [www.pharmacyclub.com.au](http://www.pharmacyclub.com.au).

## APC colloquium 2013

**THE** Australian Pharmacy Council Accreditation Colloquium 2013 titled *Innovation and Drivers to Quality Education* is set for next Wednesday in Melbourne.

The colloquium schedule has been updated and is available online by [CLICKING HERE](#).

## Compounding service

**STENLAKE** Compounding Chemist in Bondi Junction, NSW is highlighting its offerings as an opportunity for retail pharmacies to offer additional services for their customers.

The company is Australia's oldest standalone compounding pharmacy with a purpose-built lab and clean room where different medications and dosage forms for the private market have been prepared since the mid 1990s.

Popular items include discontinued medications such as estradiol and testosterone implants, Cafergot and Ergodryl formulations and many more.

Items are shipped Australia-wide within 2-3 days, and Stenlake has no PBS approval number or shop-front so is not in competition with pharmacies who deal with it.

For info call 02 9387 3205.

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## WIN A SKINCARE PACK FROM CELEBRITY GARDENER JAMIE DURIE

Everyday this week **Pharmacy Daily** is giving one lucky reader the chance to win a **People for Plants** pack - the latest skincare from celebrity gardener Jamie Durie.

Each prize pack includes the People for Plants Mist Toner, Day cream, Face scrub and Eye cream.

People for Plants is a new movement in skincare that has just launched in Australia. The range is one of the first in Australia to contain such a high level of Australian Certified Organic ingredients, with generous proportions whilst still remaining at an accessible price point.

To win this great pack, be the first person to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**How many different flavoured Lip Balms are included in the People for Plants range?**

Hint: [www.peopleforplants.com.au](http://www.peopleforplants.com.au)

Congratulations to yesterday's lucky winner, **Kate Roskam** from **Terry White Management**.



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pac13

## PAC13 Update

### AACP Forum Packs a Punch

Pharmacy heavyweights will be joined by expert medical speakers at the upcoming Australian Association of Consultant Pharmacy Forum at PAC 13 on Thursday 10 October 2013.

Current and former PSA Young Pharmacists of the Year, Brooke Myers and Chris Freeman, will be joined by newly announced CHARMING Institute Advanced Primary Care Pharmacist (APCP) Fellow Kristen Anderson in a program specifically designed to inform and educate pharmacists who strive to provide the best care for their patients.

Once again in 2013, the program focuses on the management of multi-morbidities in the chronically ill. Be inspired by the passion and dedication to patient care of a group of pharmacists and medical specialists dealing with the complexities of medication management in their day to day roles.

Keen to hear the latest evidence to inform your recommendations, whether in the pharmacy or during medication reviews? Consultant Thoracic Physician Dr Ian Yang will share his knowledge and experience on the optimum management of patients with COPD and respected rheumatologist Dr Claire Barrett aims to dispel 'the myths and legends' relating to the use of methotrexate for inflammatory disease in her presentation.

For the full program and to register see

<http://www.psa.org.au/pac>.

Don't delay as places are limited!

 Pharmaceutical Society of Australia

## NZ pharmacists fly high

KIWI pharmacists are professional, knowledgeable and approachable, according to a survey conducted by Nielsen sponsored by the Pharmacy Guild of New Zealand.

Part of the NZ 2013 Community Pharmacy of the Year award, the report indicated that pharmacists are providing a professional and high standard of service, according to more than three-quarters of patients who completed a customer satisfaction survey earlier this year.

The survey showed that patients

see pharmacists as knowledgeable about medicine, that staff are helpful and that it is easy to question a pharmacist about medicine.

"These results show that our communities trust us, so let's keep raising the bar for our patients," said NZ Guild President, Karen Crisp.

Unichem Western Heights Pharmacy and Davids' Pharmacy both achieved the top score and are joint winners this year.

### Irritable bowel move

THE European Medicines Agency has released a [draft guideline](#) on the clinical investigation of medicines for the treatment of irritable bowel syndrome for a six-month public consultation.

The proposed guideline changes the criteria to be used for patient selection in clinical trials, has new recommendations on primary endpoints to be used in trials, and also has dedicated chapters on subgroups of patients.

See [www.ema.europa.eu](http://www.ema.europa.eu).

### FDA on menthol cigs

THE US Food & Drug Administration is inviting input about menthol in cigarettes, as part of its mandate to regulate tobacco.

The FDA says it's seeking additional information related to potential regulatory options it might consider, such as establishing tobacco product standards.

The agency says it also plans to support new research on the differences between menthol and nonmenthol cigarettes in relation to menthol's likely impact on smoking cessation and quit attempts, as well as assessing the levels of menthol in various cigarette brands.

### Travel Specials

## CRUISE

WEEKLY

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals.

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**FEEL** like an exotic holiday in the lap of luxury? The Banyan Tree group will shortly open its first luxury hot spring resort in Chongqing, southwest China. The Banyan Tree Chongqing Beibei offers 107 luxury suites and villas with their own private hot spring pools, making it an amazing place to relax. Opening specials include a food and beverage voucher each night, complimentary wi-fi and a complimentary Hot/Cold Spring bath session for two people per stay. See [www.banyantree.com](http://www.banyantree.com).

**CARNIVAL** Cruise Line's *Carnival Legend* will arrive in Sydney next year, and there are some great deals for its repositioning voyage from the US East Coast to Australia. There's a 13 day cruise from Tampa to Los Angeles sailing through the Panama Canal, Costa Rica and Mexico departing on 17 August 2014 priced from just \$1925 per person twin share. And then a 23 day cruise will voyage from Los Angeles to Sydney sailing through Tahiti, Fiji and Noumea. This trip departs 30 August 2014 and is priced from \$2,795 per person. Both voyages can be combined for a legendary 36 day cruise experience, and when booking through Travel the World airfares are available from Australia to Los Angeles from \$1450 or Australia to Tampa from \$1610. For more details call 1300 950 622.

## DISPENSARY CORNER

MORE proof that taste is a lot more than just in the mouth has appeared in a new report published in the *Psychological Science* journal.

The study found that rituals when consuming food, such as unwrapping a chocolate bar slowly or singing 'Happy Birthday' before having some cake can actually make it taste better.

Researcher Kathleen Vohs found that "personalised eating habits" carried out in "repeated, episodic and fixed behaviours" resulted in more enjoyment because of the anticipation which is created.

In her experiment she asked two groups to eat chocolate bars in different ways - one had to methodically eat half the bar, wait a set period of time and then eat the other half.

The second group were allowed to just randomly eat the chocolate however they liked.

The first group reported a higher satisfaction level, and were also willing to pay more for the chocolate bars.

**AND** speaking of satisfaction, another new study has found that the two happiest years of a person's life are when they are aged 23 and 69.

The research will be published this week by the London School of Economics Centre for Economic Performance, based on a survey of 23,000 Germans aged 17 to 85 conducted by Hannes Schwandt.

"People in their early twenties overestimate their future life satisfaction by an average of around 10%, before the disappointments of life kick in," the report says.

"They then face decades of declining expectation before hitting their lowest point in their mid-fifties, when regrets over unrealised dreams are at their greatest".

After 55 satisfaction levels begin to rise again, peaking at 69 before starting to decline as the ailments of old age become prevalent.