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## Gaviscon for heartburn

**TODAY'S** issue of *Pharmacy Daily* has three pages of news including our regular Health, Beauty and New Products feature, as well as a full page from Gaviscon on **page four**.

## SHPA \$5000 grant

**THE** Society of Hospital Pharmacists of Australia has announced a research grant valued at \$5,000 courtesy of Auditmaker. It's available to SHPA members to enable specific research involving a clinical audit.

The scope is broad, but should be justified based on the needs of the applicant's work site and the applicant's experiences, with research to commence promptly upon receipt of the grant and completion within 12 months, with subsequent publication of results.

Closing date 31 Oct - [shpa.org.au](http://shpa.org.au).

## Cap proposal safety fears

**QUALITY** and safety of health delivery in Australia have become the focus of the Pharmacy Guild of Australia and the Pharmaceutical Society of Australia who have united in their call for the Government to abolish plans to impose a \$2000 cap on deductibility of education expenses.

Both organisations are part of the 75 organisation-strong 'Scrap the Cap' campaign which represents more than 1.6 million professionals across Australia and met in

Canberra yesterday.

The Chief Executive Officer of the PSA, Liesel Wett, said the meeting was unanimous in its resolve to lobby politicians to overturn the proposal on the basis of maintaining and continuously improving health quality standards.

"We are all urging the more than 1.6 million professionals we represent to go out and speak to their local members and candidates in their electorates to overturn this bad-policy decision.

"There are very real dangers that this proposal could have an impact on the health outcomes of the community if health professionals are not abreast of the latest techniques, medicines and developments in their field."

## Seniors card change

A new-look Commonwealth Seniors Health Card is set to roll out shortly, with customers starting to receive new cards from August.

Pharmacies which use images of the cards are being asked to email the Department of Human Services for updated versions of the pictures (right).



## New 5CPA email add

**THE** Department of Human Services has advised that the Fifth Community Pharmacy Agreement (5CPA) enquiry email address has changed.

Pharmacists are advised to update their records to [sa.guild.govt.programs@humanservices.gov.au](mailto:sa.guild.govt.programs@humanservices.gov.au)

## Supermarket in-salts

**TOO** many of Australia's everyday foods sold in supermarkets are overloaded with salt causing unnecessary deaths from heart attacks and strokes, the National Heart Foundation of Australia says.

The Heart Foundation's national spokesperson, Kellie-Ann Jolly said, "Australian adults are each eating 3.2 kg of salt every year, which is three times more than we need. Children also eat more than three times what they need – an alarming 2.2 kg each year."

"These days, most of the salt we consume is not added at the table, but hidden in the food we eat every day."

The Foundation is asking the government to commit to a National Action Plan on Salt.

5<sup>th</sup> Community Pharmacy Agreement

# meds check

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[5cpa.com.au/medscheckontrack](http://5cpa.com.au/medscheckontrack)

Medscheck and Diabetes Medscheck are funded by the Australian Government as part of the Fifth Community Pharmacy Agreement



The Pharmacy Guild of Australia



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## MOVE MORE

## BLACKMORES



### New functionality for eHealth records

**THE** government's eHealth record system now features a new Prescription and Dispense View, which shows in greater detail the medications that have been prescribed and dispensed to a patient.

The information can be accessed by participating healthcare providers, either via the provider portal on the eHealth website or over time through "conformant clinical systems".

For more information see [www.ehealth.gov.au](http://www.ehealth.gov.au).

### Cancer Meds Future

**NEW** advances in cancer medicines may not be made available to Australian cancer patients in a timely, affordable and fair manner in the future according to a new Medicines Australia-sponsored report by Deloitte Access Economics.

Presented this week to the country's leading cancer specialists at the Medical Oncology Group Australia (MOGA) Annual Scientific Meeting in Melbourne, the report investigates the significant challenges currently faced and those challenges that will continue to emerge.

It reveals that although Australia is the cancer capital of the world, there is a current "misalignment" between the cancer burden of disease and healthcare expenditure.

In 2003 cancer received 13% of total healthcare expenditure whilst it was responsible for nearly 20% of Australia's burden of disease.

## Preventive Health report

**THE** Australian National Preventive Health Agency has released its first ever *State of Preventive Health* report, which aims to give a comprehensive overview of current health challenges facing Australians in relation to chronic disease.

It highlights the "substantial leadership and effort" that is currently underway in Australia to reduce the key risk factors for chronic disease, with areas covered including obesity and physical inactivity, tobacco use and the harmful use of alcohol.

Key issues raised include an increase in overweight and obese children and adults over the past few years, as well as widespread

levels of harmful alcohol consumption across the country.

The report also highlights moves towards health promotion becoming a registered profession in Australia, as well as work by Health Workforce Australia on collating data on "selected allied health professionals, including those with significant preventive health responsibilities such as dietitians, pharmacists, oral and mental health workers, hygienists and opticians".

The full report can be accessed on the ANPHA site by **CLICKING HERE**.

### Yervoy on PBS Aug 1

**BRISTOL-MYERS Squibb** has announced the listing of Yervoy on the Pharmaceutical Benefits Scheme from tomorrow 01 Aug for the treatment of patients with malignant melanoma (unresectable stage III or stage IV).

The company says Yervoy is one of the most significant treatment advances for advanced melanoma in many years, and is the first therapy to show a long-term survival benefit for some patients.

Advanced melanoma claims the lives of approximately 1,500 Australians each year.

### NPS on Xarelto

**WITH** oral anticoagulant Xarelto (rivaroxaban) set to be listed on the Pharmaceutical Benefits Scheme for preventing stroke, NPS MedicineWise is urging people to talk to their doctor before stopping or making any changes to their anticoagulant medicines.

Xarelto will be subsidised from tomorrow for preventing stroke in people with atrial fibrillation, a heart condition which increases the risk of harmful blood clots that cause stroke.

It will also be subsidised for treating pulmonary embolism - a blood clot in the lung.

Xarelto is the one of the new range of anticoagulants challenging the dominant role of warfarin with simpler dosing and no need for INR blood tests.

## WIN KING KRILL FROM

Caruso's natural health



This week **Pharmacy Daily** has teamed up with **Caruso's Natural Health** and is giving five lucky readers the chance to win a King Krill 500mg 120s, valued at \$64.95 each.

In 1979 Frank Caruso's life changed forever. He discovered that good bowel management, good nutrition and regular exercise were the secrets to maintaining vibrant health. In 1982 Frank opened his first health food shop. In 1995 Frank decided to start his own range of supplements, Totally Natural Products (now Caruso's Natural Health). Today Frank has a team of passionate experts helping him. Because of their dedication Frank stands

behind his products with a 100% money back guarantee (see website for more details - [www.carusosnaturalhealth.com.au](http://www.carusosnaturalhealth.com.au)).

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

### Why does Frank offer a 100% Money Back Guarantee on all of his products?

Congratulations to yesterday's lucky winner, **Regina Lyne** from **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 [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)

### Orly's new GelFX neon, spring brights and glitter shades

Orly's **Glitter GelFX** shades will add a statement glitter vibe to any daring spring wardrobe. The perfect accessory to a killer look, the range unites glitter with bold shades to create a nail which can be taken out on the town or worn with bright colours for a day look. ORLY GelFX actually improves the condition of your nails. The secret lies in the innovative formula which includes Vitamins A and E to promote healthy nails and Pro-Vitamin B5 which protects the natural structure of the nail. In addition, the ORLY GelFX formula is cured in half the time of a traditional gel manicure thanks to innovative LED light technology.

Stockists: 02 9979 4555

RRP: \$18.95 each

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



### Reduce the appearance of dark spots with D-Pigment

Pigmentation can be the result of extended sun exposure, hormonal stimulation or a skin condition such as acne. It starts as the skin's natural protection against UV light and the spots that appear are due to an uneven distribution of melanin in the skin. **D-Pigment**, from Australia's number one Dermo-cosmetic brand Avene, is a unique formula that combines three complementary and synergistic active ingredients to reduce the appearance of dark spots, protect against new ones and even out skin tone. Dermatological studies have shown use of the product saw a reduction in pigmentation of up to 81% after three months.

Stockists: 1800 678 302

RRP: \$59.95

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

### Get the power of fibre with Slim Secrets

The new Slim Secrets Daily Fibre Power Bar has been developed for Australian women who are finding it increasingly difficult to get enough fibre from fruits, vegetables and wholegrain breads. Fibre is a key component in maintaining every day and long term health. The Power Bar is packed with wholesome seeds, Goji and Tahini to keep you full for longer, boost your fibre intake and reduce bloating. Combined with healthy eating & exercise, Slim Secrets Daily Fibre Bar will leave you feeling revitalised and invigorated.

Stockists: 03 9822 3121

RRP: \$2.95

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



### The eyes have it with Optrex ActiMist

**Optrex ActiMist**, from Reckitt Benckiser, is the UK's top selling eye care treatment brand and is not just a new way of delivering artificial tears, it's a quick and easy way of treating dry, sore and irritated eyes. Optrex ActiMist is perfect for people who don't like using eye drops because it's sprayed onto the closed eyelid. What's even better is that Optrex ActiMist is safe to use with contact lenses and the ladies can use the spray over their eye make-up. In addition RB is providing a training module for pharmacy staff, who, by completing the Optrex training by Friday 11 October 2013, will go in the draw to win an exclusive VIP experience with Kris Smith.

Stockists: 1800 226 766

RRP: \$19.99

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

## DISPENSARY CORNER

**CHINESE** scientists have grown rudimentary teeth out of what must be the most unlikely of sources, human urine.

The results, published in *Cell Regeneration Journal*, showed that urine could be used as a source of stem cells that in turn could be grown into tiny tooth-like structures.

The research team from the Guangzhou Institutes of Biomedicine and Health hopes the technique could be developed into a way of replacing lost teeth.

However, Prof Chris Mason, a stem cell scientist at University College London, said urine was a poor starting point.

"It is probably one of the worst sources, there are very few cells in the first place and the efficiency of turning them into stem cells is very low," he said.

**AND** while we're on the subject of mouths, scientists at the National Taiwan University have developed a new electronic tooth sensor which can automatically detect whether a wearer is sticking to a diet.

The killjoy gadget monitors the movement of the jaw, and is being touted as possibly enabling physicians to keep track of their patient's dining activities.

It's a dentist's dream because it can also report on how often users are brushing and flossing - and for those on strict orders to quit smoking the device could even create an alert if the patient decided to have an illicit cigarette.

It's still in early stages, with volunteer testers having the sensor somewhat awkwardly implanted on a tooth which was connected using wires to an external power source and a data logging device - but eventually it's envisaged that it would have a micro battery and transmit the data wirelessly.

The researchers found that the prototypes could accurately detect what the wearers were doing almost 95% of the time.



## A PHYSICAL BARRIER SCIENTIFICALLY PROVEN TO KEEP ACID IN THE STOMACH<sup>1,2</sup>

Most patients with heartburn don't excrete excess acid.<sup>2</sup> In fact, up to 80% of reflux disease (GORD) episodes are caused by transient relaxations of the lower oesophageal sphincter (LOS). This allows acid, pepsin and bile to reflux into the oesophagus and cause pain and damage.<sup>2-4</sup>

Gaviscon starts to soothe reflux symptoms within four minutes and lasts for four hours.<sup>1,5</sup>

# GAVISCON



**References:** 1. Chevrel B. *J Int Med Res* 1980; 8(4): 300-2. 2. Lowe RC. *GI Motility online* 2006. Available at [www.nature.com/gimo/contents/pt1/full/gimo54.html](http://www.nature.com/gimo/contents/pt1/full/gimo54.html). Accessed 14/02/2013. 3. Howden CW and Freston JW. *Gastroenterology Today* 1996; 6(2): 32-7. 4. Kahrilas PJ. *Cleve Clin J Med* 2003; 70 Suppl 5: S4-19. 5. Aubertin G *et al. Dietology* 1985; 4: 27-30. Always read the label. Use only as directed. If symptoms persist see your healthcare professional. ® Gaviscon is a registered trademark of Reckitt Benckiser Australia. 44 Wharf Road, West Ryde, NSW 2114. RBGA6389/PD/FP. 03/13

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