

# One treatment for acute bronchitis. Two good reasons to recommend it.

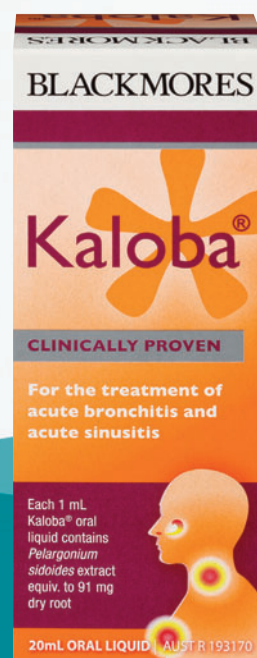
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\*Suitable for children over two years for acute bronchitis. Children under the age of 6 years should only be treated with Blackmores Kaloba® after consultation with a doctor.

References: 1. Kamin W et al. International Journal of Clinical Pharmacology & Therapeutics 2010;48:184-91. 2. Matthys H et al. Current Medical Research & Opinion 2007;23:323-31. 3. Chuchalin AG et al. Explore: The Journal of Science & Healing 2005;1:437-45. 4. Matthys H et al. Planta Medica 2008;74:686-92. 5. Timmer A et al. Cochrane Database of Systematic Reviews 2008;Art. No.: CD006323. DOI: 10.1002/14651858.CD006323.pub2.

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## Parkinson's break

A NEW study published in *Nature Neuroscience* has uncovered how the most common genetic mutations in the unfamilial Parkinson's disease damage brain cells.

These common mutations affect a gene called leucine-rich repeat kinase-2 (LRRK2), and cause the gene to code for abnormal versions of the LRRK2 protein.

Thus far, it hasn't been clear how LRRK2 mutations lead to the defining microscopic sign of Parkinson's: the formation of abnormal protein aggregates inside dopamine-producing nerve cells of the brain.

According to the research, the abnormal forms of LRRK2 disrupt an important garbage-disposal process in cells that normally digests and recycles unwanted proteins including one called alpha-synuclein – the main component of those protein aggregates that gunk up nerve cells in Parkinson's patients.

The name for the disrupted disposal process is chaperone-mediated autophagy.

It involves specialised molecules that guide old and damaged proteins to enzyme-filled structures where they are digested into amino acids, which are then recycled within the cell.

"We showed that when LRRK2 inhibits chaperone-mediated autophagy, alpha-synuclein doesn't get broken down and instead accumulates to toxic levels in nerve cells," the researchers said.

"We're now looking at ways to enhance the activity of this recycling system to see if we can prevent or delay neuronal death and disease," the researchers added.

## Birth weight up, drinking down

THE average birthweight of Australian babies has risen, whilst the nation has also seen drops in maternal drinking and smoking, as well as increases in the proportion of mothers with health assessments and care plans, according to the latest report from the Australian Institute of Health and Welfare (AIHW).

The report, *Healthy for Life: results for July 2007- June 2011*, presents information from services funded as part of the Healthy for Life program which focuses on improving maternal and child health care and improving prevention, early detection and management of chronic disease.

The services are located across all geographical areas of Australia, and provide over 1.1 million episodes of care to 180,000 clients.

According to the report, the proportion of babies with normal birthweight rose from 80% to 84.2%, while babies with low birthweight dropped from 15.2% to 13.5% between 2008 and 2011 and average birthweight rose from 3,015 grams to 3,131 grams.

In addition, alcohol was consumed by 17.9% of women in the third trimester of pregnancy in 2011-a drop from 21.4% since 2008, whilst there was a very small drop in the proportion who smoked during the third trimester of pregnancy-from 53.4% to 52.4%.

The report also noted increases in accessing medical care and adoption of good health management practices, including

the proportions of people with chronic diseases such as diabetes and coronary heart disease who had a GP management plan as part of their treatment.

## Weighty heart issues

THE walls of the aorta are already thickened in babies born to mothers who are overweight or obese, according to a University of Sydney study.

The study looked at 23 women, defined a BMI of more than 25 kg/m<sup>2</sup> as overweight or obese, and involved a scan of the abdominal aorta of each newborn within seven days of birth to find out the thickness of the internal walls-the intima and media.

The thickening of this main artery is an indication of early atherosclerosis, the disease that leads to the majority of heart attacks and strokes.

According to the results, the babies' intima-media thickness ranged from 0.65 to 0.97 mm, and was associated with the mother's weight (the higher a mother's weight, the higher the baby's intima-media thickness, irrespective of how much the baby weighed at birth).

"To our knowledge, this is the first study demonstrating that being an overweight or obese mother can itself potentially lead to poor health of the blood vessels, which is consistent with higher risk of heart disease and stroke in later life," the researchers said.

## Today in Pharmacy

TODAY'S *Pharmacy Daily* features two pages of news, PLUS a front page cover from Blackmores which details its treatment for acute bronchitis, Kaloba.

Also, see the last page for a full page from Pharmacy Alliance.

Meanwhile, congratulations to locum pharmacist Jun Teoh who was the winner of Friday's comp.

## WIN A HELLO KITTY PACK



This week PD is giving five lucky readers the chance to win a Hello Kitty prize pack, valued at \$55.70 each.

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What flavour is the purple Hello Kitty Sweet Lips Lip Balm?

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## Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **Paul Rowe, Chief Executive of Razor Group of Companies.**



### Growing a Pharmacy

I recently had the pleasure of working with the UWA postgraduate pharmacy graduates of 2013 in relation to the preparation of business plans for their unit of study.

Some of the ideas already exist and are well used, but for many seasoned pharmacists it is good to revisit these ideas and remind ourselves of the options available.

Ideas include:

- Networking amongst community leaders
- Involvement with sporting and community groups
- Social media including Facebook, Twitter, web sites etc
- Health seminars

Other ideas that can lift specific customer sales or involvement include:

- Having a makeup artist at the pharmacy if a large level of cosmetics are sold
- Compounding
- Increasing the average spend per customer
- Generic substitution levels
- Where space is available consider sub letting to a doctor, pathology or having an ATM
- Providing professional services suited to your local demographic
- Having a baby nurse available at certain times during the week
- Considering applications of bilingual staff
- Script reminders for customers and home delivery

Never underestimate the power of the Pharmacist being front of shop and being available to chat with customers and discuss patient concerns personally.

But remember if you cannot deliver this service at a profit then it is unlikely you will continue to deliver into the future.

## Terry amps up vaccinations

**TERRY** White Chemists is preparing to tackle winter head on, with an expansion of its flu vaccination program.

According to the company the initiative will be the "most comprehensive flu vaccination program to date, with more than 10,000 appointments on offer throughout the Terry White Chemists network".

2013 marks the third year that Terry White has run the flu program, with the new expansion sparked by overwhelming interest experienced during 2012 from both consumers and businesses.

"Some sectors of the community had initial reservations about the capacity of pharmacy to deliver these types of programs, but the success on all counts has been undeniable," said Terry White Chemists Clinic Advisory Pharmacist Krystel Tresillian.

"Consumers have voted with their feet and to be honest, so much so that we have at times struggled to keep up with demand".

The vaccination program kicked

off at the start of March, and sees Terry White partner up again with Revive Clinics who provide the nurse practitioners to deliver the in-pharmacy vaccinations.

The vaccinations are priced at \$25.

"This year Terry White Chemists worker's influenza program will target small to medium business owners keen to make flu shots available to their staff as a way of staving off flu-related dips in productivity," a company statement said.

"We know that people with the flu are likely to take a bit of time off – you do feel quite miserable with the flu and rest is the best treatment.

"But even when staff are back from sick leave they are often feeling a little worse for wear – we know from the research this type of presenteeism can see staff at work operate at a lower productivity level for quite a few days if not, weeks.

"A flu vaccination may not stop you getting the flu altogether but it is your best defence which is a plus for the employee and also their employer," the statement added.

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## DISPENSARY CORNER

### KEEPING track of cats?

London Zoo has launched an unusual website designed to provide a map of the city's cat population.

The map allows Londonites to upload a scientific-styled photo of their cat, along with their descriptions and locations, to create a city wide census of London's feline population.

The Cat Map is already filling fast, showing that nearly half of London's cats are black or grey, whilst a sixth are ginger or rust coloured.

Cats on the map include Ollie, a ginger cat located north of London who "likes fish and octopus toy (but) dislikes biscuit" and a black tabby called Dorothy, located in south London, who has "intimacy issues".

It seems however that the map has not stopped at London, with people across Britain, and worldwide adding their cats into to the mix, including Sir Jeffery de Chatsworth, from NSW, who is described as a black and white male cat who is "fierce, hungry and demanding".

To see the map **CLICK HERE**.

### HEART palpitations.

A motorist in China got a good cardio workout when the ground under his car opened out into a 10-foot chasm.

The unwitting driver had been driving in China's Shandong province when a broken water main washed out the ground underneath the road and caused it to collapse.

"There was a sharp, loud crack and the road just fell away and swallowed up the car," a witness told media.

According to a local engineer, the fault would have been impossible to detect until the road collapsed.





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