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Today in Pharmacy

TODAY'S Pharmacy Daily features two pages of news, plus a third page of Health and Beauty.

PLUS see **p4** for a page from API offering free catalogues, display bins, and point of sales kits.

MEANWHILE, congratulations to Eva Goodlich of Yokine Pharmacy, who was the lucky winner of last Friday's competition.

Diabetes pumps

THERE is clear evidence that use of insulin pumps improves HbA1c in adults and children with type 1 diabetes, according to the Australian Diabetes Society.

The comment is part of the organisation's submission to the Department of Health's public consultation on the Post Market Review of Products Used in the Management of Diabetes Stage Two: Insulin Pumps.

"Hypoglycaemia was not increased in those studies, and in some studies was significantly decreased despite lower HbA1c," the submission said.

"In the STAR3 trial, HbA1c improved 0.7-0.8%, which is roughly comparable to the improvement in the DCCT study.

"Improved glucose control in the DCCT study decreased new onset or progression of diabetes complications by 39-76%," the submission added.

In addition, the Society said that insulin pumps compare well for cost per quality of life year gained when compared to multiple daily injections.

NPS: resistance is a priority

GLOBALLY, antibiotic resistance is one of the greatest threats to human health, according to CEO of NPS MedicineWise, Lynn Weekes.

The statement came as part of the launch of NPS' policy priorities in Canberra this week.

"Fighting antibiotic resistance is crucial to the health of the Australian community, and forms a key part of our policy priorities," Weekes said.

The NPS' national policy paper offers four solutions to antibiotic resistance in Australia, including the development and implementation of a comprehensive national action plan for fighting antimicrobial resistance in Australia, taking into consideration the multiple sources which contribute to its development and spread.

The second recommendation includes the implementation of a nationwide antimicrobial surveillance program, to inform the development of policies and prescribing guidelines where appropriate on the type and incidence of resistant bacteria in their local area/population.

Thirdly, the report recommends the consideration of additional research and development funding for new treatments for antibiotic-resistant infections.

The last recommendation advocates the continued education of prescribers to ensure that they adhere to the recommended guidelines for appropriate antibiotic treatment as well as consumer education on the dangers of antibiotic resistance and the actions they can take to reduce its development and spread.

"Reducing the development and spread of antibiotic resistance in the Australian community will have multiple benefits in terms of population health and reducing healthcare costs," the report said.

"All Australians will benefit from a reduced risk of contracting infections caused by resistant bacteria and a reduced incidence of taking antibiotics unnecessarily.

"Health professionals will benefit from less requests for antibiotics as consumers will be better informed of the risk associated with misusing these precious medicines, and will also benefit from better data on which to base their prescribing decisions," the report added.

PPI understanding

THE need for pharmacists to be sure of the status of services they are delivering is important to ensure that funds for services are used appropriately, said the Acting President of the PSA, Joe Demarte.

"We need to be aware that rigour must be applied in making certain that the services provided fall under the guidelines for their delivery [under the PPI Program]," said Demarte.

"There seems to be confusion among some community pharmacists as to what actually constitutes a Clinical Intervention," he added.

To that end, the PSA has sent a letter to community pharmacies nationwide detailing which services fall under PPI guidelines.

To see the PSAs guidelines see www.psa.org.au.

EMA guidelines

THE European Medicines Agency has released the first guideline in the European Union on clinical investigation of medicines for the treatment of lupus erythematosus for public consultation.

Lupus erythematosus is a complex chronic auto-immune inflammatory disease that can affect almost any organ and organ system of the human body. It is divided into two main types: cutaneous and systemic lupus erythematosus.

"Although recent improvements in treatment regimens and medical care have dramatically reduced mortality and morbidity, many patients still have incompletely controlled disease and progress to end-stage organ failure," the EMA said in a statement.

"Therefore, there is a need for the development of effective medicines to treat this condition," the EMA added.

According to the Guideline, patients with a diagnosis of SLE, according to the American College of Rheumatology revised classification criteria or SLICC SLE criteria should be enrolled in the trials.

Acceptable endpoints for trials include reduction of disease activity/induction of remission parameters; decrease of the cumulative steroid dose, prevention of flares/increased time intervals between flares (maintenance of remission) and prevention of long term damage.

For more details on the Guideline visit the EMA's website at www.ema.europa.eu.

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Aussie screening

JUST over half (55%) of targeted women in Australia had a screening mammogram through BreastScreen Australia in 2010 or 2011, equating to almost 1.4 million women, according to the Australian Institute of Health and Welfare.

The figures are part of the AIHW's latest web update, which also found that participation by Aboriginal and Torres Strait Islander women continues to be lower at 36.2%.

"In 2010 and 2011, participation rates for mammograms were highest in Outer regional areas at 59%, but BreastScreen Australia also reached 46% of women in Very remote areas," an AIHW spokesperson said.

Weight and arthritis

WEIGHT loss may prevent and significantly alleviate the symptoms of osteoarthritis, according to a study in the *Journal of the American Academy of Orthopaedic Surgeons*.

According to the article, obesity actually may trigger the biomechanical and inflammatory changes that cause osteoarthritis, and the pain and loss of mobility associated with the condition.

"There's a clear link between obesity and osteoarthritis, and the link is both from biomechanical factors as well as systemic factors," said Ryan Koonce, orthopaedic surgeon at Skagit Regional Clinics in Mount Vernon and one of the authors of the literature review.

According to the paper around one half of osteoarthritis cases of the knee could be avoided in the US if obesity was removed as a risk factor.

Omega-3 for breast cancer?

OMEGA-3 fish oil may inhibit the growth of breast cancer by 30%, according to a new study published by Canada's University of Guelph.

Published recently in the *Journal of Nutritional Biochemistry*, the study is believed to be the first to provide unequivocal evidence that omega-3s reduce cancer risk.

During the study researchers created a novel transgenic mouse that both produced omega-3 fatty acids and develops aggressive mammary tumours.

The team compared those animals to mice genetically engineered only to develop the same tumours.

"This model provides a purely

genetic approach to investigate the effects of lifelong omega-3s exposure on breast cancer development," said Professor David of Guelph's Department of Human Health and Nutritional Sciences, and one of the study's authors.

"To our knowledge, no such approach has been used previously to investigate the role of omega-3s and breast cancer," Professor David added.

Results of the study found that mice producing omega-3s developed only two-thirds as many tumours — and tumours were also 30-per-cent smaller — as the control mice did.

"The difference can be solely attributed to the presence of omega-3s in the transgenic mice — that's significant," Professor Ma said.

"The fact that a food nutrient can have a significant effect on tumour development and growth is remarkable and has considerable implications in breast cancer prevention," Ma added.

NDIS includes over 655

AUSTRALIANS over the age of 65 will no longer be excluded from the National Disability Insurance Scheme, following a change of heart by the Government.

The move follows community consultation where older people and representative groups, demonstrated the discriminatory effect of the exclusion.

"Older Australians with a disability also need to see a dramatic improvement in the care and support services available to them," said a spokesperson from the Combined Pensioners and Superannuants Association.

"Disability support services for many have not been up to scratch for a long time but neither have aged care services, particularly in dealing with non-age related disability.

"There are different assistance requirements for people with age-related disabilities than those caused by illness, or accidents and it's simply not appropriate to lump everyone in the aged care system where they will not receive appropriate care," Christie added.

Coeliac time bomb

COELIAC disease is one of the most commonly under-diagnosed conditions in Australia with 80% of the 230,000 coeliacs unaware that they have the condition, according to Coeliac Australia.

The comments come as part of the organisation's education program during Coeliac Week (13 - 20 March).

"The real concerning fact is that 4 out of 5 people with coeliac disease remain undiagnosed and are in effect like walking time bombs because they have a medical condition that can cause some serious long term complications," said Dr Jason Tye-Din Chair of Coeliac Australia's Medical Board.

For more information on Coeliac Awareness Week see www.sickandtired.com.au.

WIN A BOTTLE OF ROSEHIP OIL



Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a **50mL Rosehip PLUS Rosehip Oil**, valued at \$29.99 each.

Rosehip PLUS Rosehip Oil is 100% Australian Certified Organic, cold pressed and extracted without using any heat, solvents or chemicals. It is also packed full of naturally occurring nutrients including Vitamins A & C and Omegas 3, 6 & 9, supporting skin health and helping to maintain smooth-looking skin. It is fantastic to use after the shower as a night serum or as a primer under make-up.

For more information on the product go to www.rosehipplus.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 advertising@pharmacydaily.com.au.

Sleepy time inhalant

Euky Bear has revealed a new **Euky Bear Sleepy Time Inhalant**. Based on lavender, the inhalant is designed to aid with relaxing and calming children at bed time, and helping them to drift off to sleep peacefully. The product is designed for use with Euky Bear's Vaporiser which offers silent vaporising action, runs for 12-14 continuous hours irrespective of water hardness and features a safety night light.

Stockist: 1800 003 431

RRP: \$8.95

Website: www.fgb.com.au



No more oily hair

Klorane has introduced **Shampoo with Nettle**, an ultra-gentle shampoo for oily hair. Oily hair occurs when excessive sebum is secreted into the scalp and migrates along the hair, leaving it oily, weighed down and difficult to style. In response, Klorane has utilised scopoletine, found in nettle, to naturally regulate and reduce sebum release. The resulting hypoallergenic, targeted formulation allows users to progressively wash hair less frequently, thus reducing oil build up. It also leaves hair feeling light, silky and supple.

Stockist: 1800 678 302

RRP: \$9.99 (200ml)

Website: www.klorane.com.au

Get rid of red skin

Antirougeurs Redness-relief Dermo Cleansing Milk is designed specifically for people with rosacea. A daily cleanser formulated to respect the sensitivity of skin prone to redness, it provides immediate comfort. Its milky texture is ideal for sensitive skin, and works to remove makeup and impurities. The cleanser is formulated using Avène Thermal Spring Water, dextran sulphate, ruscus extract and hesperidin methyl chalcone all chosen specifically for their properties in targeting redness associated with rosacea.

Stockist: 1800 678 302

RRP: 34.95 (300ml)

Website: www.avenes.com.au



Rosey cheeks and radiant complexion

Sukin's Rose Hip Hydrating Day Cream blends rose hip oil with anti-ageing actives of pomegranate, Kakadu plum and avocado, to encourage a bright, radiant complexion. Rosehip contains a unique EFA profile of approximately 80% essential fatty acids necessary for protecting cell membranes as well as vitamin E, beta carotene and lycopene; whilst pomegranate works to aid blotchy, uneven skin tones by stimulating circulation. Meanwhile Kakadu plum offers the highest known source of Vitamin C from any plant and aids in stimulation of collagen for skin elasticity and suppleness; whilst avocado boasts skin loving Vitamins A, B1, B2, D & E.

Stockist: 1300 858 898

RRP: \$23.95 (120ml)

Website: www.sukinorganics.com

DISPENSARY CORNER

NOT so sick.

A British man who became a worldwide sensation after a clip of him wrestling a shark hit the internet, has found himself jobless after the video made its way to his bosses' desk.

The clip shows Paul Marshallsea grab onto the fin of a shark as it made its way towards a pack of children, and wrestle it away giving the kids a chance to flee, before jumping away himself and narrowly avoiding a bite.

For his actions he was hailed a hero, but not in his bosses eyes, as Marshallsea and his wife, who both work for the same company in England, were both on sick-leave for work related stress.

Whilst on leave the duo decided to fly around the world to Australia, which is where the shark wrestling footage was shot.

Upon returning to England and work both Marshallsea and his wife were presented with a termination letter which read "Whilst unfit to work you were well enough to travel to Australia and... you allegedly grabbed a shark by the tail and narrowly missed being bitten by quickly jumping out of the way."

MOTHER nature waits for no man.

Getting engaged is one of life's biggest milestones, but apparently mother nature has no respect for the milestones of man, as evidenced by her actions during one Californian couple's big moment.

The big question was caught on camera by a friend of the pair, who filmed the romantic scene out on a rock outcrop at a beach at sunset.

The groom, Matt, had just gone down on one knee when a huge wave slapped him on the back and pushed both he and his beloved into the ocean.

The pair managed to struggle up to the beach, and after much embarrassed laughter, sealed the engagement with a kiss.



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