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**SNACK** Attack is a “revolutionary new chewing gum” which is being promoted as a way to beat hunger cravings, containing six natural ingredients and a patented triple layer active release technology.

See **page four** for details.

## Advanced Practice update

**THE** PSA's Advanced Pharmacy Practice Framework Steering Committee (APPFSC) has completed the mapping of pharmacists' competencies to those of nurse immunisers, in response to a request from the Pharmacy Board of Australia (**PD** 13 Aug).

Although it was agreed that vaccination by pharmacists does not constitute advanced level practice, the expansion of the

current scope of practice required consideration of the profession's competency standards and therefore the work was regarded as being within APPFSC's scope.

The finalised work will be submitted to the Pharmacy Board with the support of constituent organisations, according to a communiqué from the APPFSC following its most recent meeting.

Other matters discussed included the development of a new website where the Advanced Pharmacy Practice Framework and other related documents will be consolidated and made available.

Work to establish a recognition model for advanced pharmacy practice “continues to make progress” with recommendations to be made in the coming months.

## Chemist Warehouse launches TVC

**CHEMIST** Warehouse has debuted a new ‘Beauty Break’ branded television commercial, featuring Melbourne fashion and TV personality Pia Miller.

The 30s segment showcases the range of beauty products available at Chemist Warehouse, along with an “all-important exclusive offer”.

Participating suppliers include Johnson & Johnson, Procter & Gamble and L’Oreal, with Chemist Warehouse saying Beauty Break “aims to establish a richer and more genuine connection with Chemist Warehouse consumers who are interested in beauty care.”

According to Chemist Warehouse chief operating officer, Mario Tascone, “Beauty Breaks will see us cement our position as the destination for all big beauty brands in this country with a lowest price offering.

“Chemist Warehouse stands head and shoulders above all others for health and beauty,” he claimed.

## The pharmacy game

**MONASH** University's Faculty of Pharmacy and Pharmaceutical Sciences Senior Lecturer, Dr David Manallack, and Senior Education Project Coordinator, Jenny McDowell, have developed a board game-like mapping activity for first year Bachelor of Pharmacy students to enhance their understanding of the need for enabling sciences in the curriculum.

Previous reviews of the course had indicated that first year students “lacked early identification with the pharmacy profession and struggled to understand the need for enabling sciences and the depth of expertise required to practise”.

The new mapping activity is said to strengthen links between pharmacy education and professional capabilities, with 36 purpose-designed subject cards placed onto a poster depicting the course map, based on consultations with students about their perceptions of pharmacy practice.

“Some aspects of professional pharmacy roles seem one-dimensional to the uninitiated, but there are complex cognitive processes involved which combine a wealth of different understandings from the wide range of subjects studied in the course,” the creators said.

First year students said the activity had helped them gain better understanding of the curriculum and the profession.

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## ANZTPA briefings

**INDUSTRY** stakeholders have been briefed by the TGA in the last week on the transition to the Australia New Zealand Therapeutic Products Agency.

The Australian and NZ governments have committed to the implementation of ANZTPA by 2016, with the TGA advising that the proposed regulatory framework associated with the premarket approval and post market surveillance of products will be finalised during 2014.

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### New AusPARs

THE TGA has released Australian Public Assessment Reports for prescription medicines on Erbitux (cetuximab), Zarzio (filgrastim), PeriOlimel (amino acids, lipids and glucose with and without electrolytes), Xarelto (rivaroxaban) and Dificid (fidaxomicin).

### WIN THE JOJOBA COMPANY SKIN CARE PACK



Every day this week PD is giving one lucky reader

the chance to win **The Jojoba Company's** skin care pack.

Be travel savvy with The Jojoba Company's handy essential 5-step skin care set, convenient enough to pack into carry-on luggage or gym bags and vital for maintaining gorgeous, glowing skin.

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

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

### 100% Natural Jojoba is Natures what?

Congratulations to yesterday's lucky winner, **Kaitlyn Gasparini** of **Murray T Martin Pharmacy**. The correct answer was Vicki Engvall and Ian Turner.

## ABC Catalyst controversy

PHARMACISTS are being urged to make sure they are fully informed about "issues and inaccuracies" in two ABC Catalyst episodes which focus on cardiovascular disease.

The first show, broadcast last Thu, focused on disconnecting the link between dietary saturated fat and heart disease, featuring several so-called experts from the USA who said this is the "biggest myth of medical history".

The second show, due to be shown this week, is about statins, with Australian health experts saying they're concerned that it will also discourage their use and that this will lead to non-adherence.

ANU Professor Emily Banks, who's chair of the Advisory Committee on the Safety of Medicines, has highlighted significant concerns about the show, with the ABC confirming that she has written to warn that the broadcast will lead to "more cardiovascular disease events and deaths".

She is highly critical of the program, saying that it comprised a "series of anecdotes from, I think what would be broadly termed fringe-dwelling scientists or people who weren't actually scientists, criticising things about the cholesterol myth.

"But actually it's one of the relationships that we have the strongest evidence for," she said, citing studies of over 900,000 participants showing a strong relationship between the risk of heart disease and increasing cholesterol levels."

Andrew McLachlan, Professor of Pharmacy (Aged Care) at Sydney University's Faculty of Pharmacy, says "pharmacists have a critical role to know about the limitation of this story and the selective interpretation of the evidence.

"Importantly, pharmacists need to reassure their patients that the strategies to lower cholesterol and the judicious and appropriate use of statins are based on longstanding sound evidence of benefit," McLachlan said.

He said that this situation was yet another example of where pharmacists find themselves as "the information broker helping to disentangle confusion over health and medicines information."

### 2014 Student Business Plan competition

THE Pharmacy Guild has revealed details of the 2014 National Student Business Plan Competition which will officially launch in January at the NAPSA congress in Bendigo.

It's the eighth year of the contest which has become a key event on the calendar for pharmacy students wanting to learn more about business management as well as "demonstrate the innovative ideas that the pharmacy owners of tomorrow have for their future business ventures".

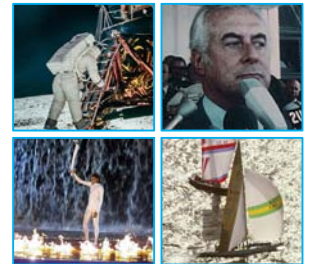
Blackmores will continue as principal sponsor along with support from Gold Cross and PDL. **CLICK HERE** for more details.

### NHMRC funded grants

THE National Health and Medical Research Council has announced the 2013 Funding Rounds.

Eight outcomes from the Medical Research Endowment Account (MREA) funding scheme application rounds are available - **CLICK HERE**.

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### Organic Ligurian Honey Bodycare From Kangaroo Island

South Australian firm Cocco has drawn upon the essence of the pristine sanctuary of Kangaroo Island to create the **Maine Beach Organic Ligurian Honey** collection, which includes the rare certified organic honey from Kangaroo Island. The hand & body creme, hand & body wash, hand & nail creme, body mousse, moisturising soap and body polish are all scented with Italian blood orange, along with notes of peach, apple and rose, on a base of musk and vanilla. The products are all free from parabens, sulphates, mineral oils and colours.

**Stockist:** Major wholesalers

**RRP:** \$31.95

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



### DISPENSARY CORNER

**NOT** quite what you'd call a diet food - but certainly a way to get drunk and fat at the same time.



An American company is claiming a world first after launching alcoholic beer-flavoured ice cream (pictured).

The so-called 'Frozen Pints' product range comes in seven different flavours, all based on different types of boutique beers and the strongest one - called Pumpkin Ale - has an alcohol content of 3.2%, about the same as that of a light beer.

You have to be over 21 to buy the product - and it's pretty hard to get inebriated on it.

"One pint of Frozen Pints ice cream is equal to one pint of beer - so you would have to eat a lot of ice cream to get drunk," the New York-based company said.

**YOU** always knew it was true, but now it's been scientifically proven.

Researchers in the UK have shown that women really are better at multitasking, according to a study reported in the *BMC Psychology* journal.

They studied 120 men and 120 women who undertook a computer test involving switching between tasks.

When the questions were tackled one at a time both genders came up equal, but when they were mixed up there was a clear difference, with more errors and slower responses.

Both men and women showed an impact, but women took 69% longer to answer, compared to 77% of the male subjects.

"This difference may seem small, but it adds up over a working day or week," said study leader Gijsbert Stoet from the University of Glasgow.

### Get the Good Oil on Dry, Damaged Hair

We all know that hair oil can make a difference to the look and feel of our hair, but it takes a botanical hair treatment expert to develop a unique and truly effective product that can both nourish and protect our hair in the harsh Australian climate. New **Klorane Mango Oil** helps restore dry and damaged hair and leave it feeling soft, silky, radiant and easy to style. Apply a few light sprays of Klorane Mango Oil on dry or damp hair for intensive repair, or for daily nourishment and protection. You'll barely notice it in your hair, as it feels weightless when misted on. Waterproof, hypoallergenic and paraben-free, Klorane Mango Oil is the perfect companion on holidays to help protect against the damaging effects of sun, pool and sea.

**Stockist:** 1800 678 302

**RRP:** \$22.95 for 125ml spray

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



### Schwarzkopf Extra Care Dry Shampoo

It seems that the words on everybody's lips (or on everyone's locks) in 2013 is dry shampoo, with reports that dry shampoo is the top keyword in the hair category searched on the beautydirectory media website this year. And why shouldn't it be, with this wonder product offering revived hair in a matter of seconds with no need to bother hitting the showers. A brand that has really stepped things up in the dry shampoo arena is Schwarzkopf - with the new **Extra Care Dry Range** not only offering a dry shampoo, but a dry conditioner and Australia's first dry oil mist.

**Stockist:** Major wholesalers

**RRP:** \$8.99 each

**Website:** [www.schwarzkopf.com](http://www.schwarzkopf.com)



### 100% Natural Ultimate Jojoba for youthful radiant looking skin

**100% Natural Ultimate Jojoba Youth Potion** smooths the appearance of wrinkles and uneven skin tone to visibly enhance skin texture and minimise the look of expression lines. Skin is deeply moisturised and rejuvenated, with the product having the unique scent of linden blossom. Jojoba is the only plant known to produce wax esters instead of plant oil, with its molecular structure similar to youthful skin sebum. Jojoba is naturally hypoallergenic and contains antioxidants, Omega 6 & 9 fatty acids, and Vitamins A, D and E so it puts back what ageing takes away to begin restoring youthful looking skin.

**Stockists:** Major wholesalers

**RRP:** \$39.95 for 50ml

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



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