

Four pages today

TODAY'S Pharmacy Daily has three pages of industry news plus a full page from Reckitt Benckiser, about fast-acting Nurofen Zavance. See **page four** for details.

Pharmacy hearings

A **QUARTER** of in-pharmacy hearing screenings conducted by Terry White Chemists has identified some form of hearing loss, with the group once again teaming with Australian Hearing to offer free hearing checks on select days during September. "Pharmacy is well placed to intervene for those at risk of reduced hearing including people living with diabetes, who may be twice as likely as others to suffer from hearing loss," said TWC Clinical Services Pharmacist, Krystel Tresillian.

Compliance to ramp up

THE Federal Department of Human Services has released details of its "compliance program" for 2013-2015, which includes a range of activities to crack down on fraudulent pharmacy claims.

"Most people are honest and want to do the right thing... however some people don't fulfil their obligations," the DHS said.

The document details several strategies, including "advanced data analytical techniques to find underlying patterns of incorrect payment and fraud".

This data analytics program has extended beyond Medicare providers to now include pharmacies and consumers.

However "our focus is to educate people and provide them with the information they need to comply and meet their obligations.

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Older, wiser, safer

"POLYPHARMACY needs monitoring" is a key theme of a newly released article on the topic of *Medicines for an ageing population* from NPS MedicineWise.

By the year 2050, it is projected that 1 in 4 Australians will be over the age of 65 years, and in addition to longer life expectancy, older Australians enjoy better health than previous generations.

Yet for many – despite overall good health – with age comes greater disability and comorbidity. Key points of the article are:

1. Older people age in a highly individual and varied way resulting in variations of health outcome goals.
 2. Medicines use in older people is a complex balance between managing disease and avoiding medicines-related problems.
 3. Documentation of medicines management and follow up is critical to the overall care plan.
 4. Medicines safety is best achieved in partnership with older people.
- CLICK HERE** to see the full paper.

Rallying call for vitamins

ALL vitamin companies in Australia have today been urged to "unite in the battle to force legal changes to protect new products and intellectual property".

The call was made by Swisse Wellness commercial director George Livery, who addressed the opening session of the Complementary Healthcare Council of Australia's conference today.

He said that the complementary medicine sector needs similar IP protections to those afforded by the pharmaceutical industry, such as data and regulatory protection.

"It won't be data exclusivity as per the pharma model, but it may at least provide the chance for those who invest in science and research to at least make a return on investment," Livery said.

He said this could in turn stimulate an "avalanche of innovation" which could generate globally attractive products commercialised out of Australia.

Livery's address also highlighted Swisse's track record of growing the

whole market by attracting more people into core products as well as establishing new categories.

He said the growth in the industry meant that consumers are being better educated about the benefits of self care, preventive health and taking control of their health.

He also highlighted the growing evidence base for CMs and their benefits, despite "constant lies" to the contrary from industry critics.

Livery encouraged all of the complementary medicine companies to band together to work for the betterment of the industry, saying "if there is ever a time for us all to work together and get these new policy settings then that time is now".

Prana's PBT2 promises

MELBOURNE based and ASX listed biotech company Prana Biotechnology is trialling a drug labelled PBT2 which has been named one of the "Top 10 Neuroscience Projects to Watch".

The drug is being trialled as a treatment for Alzheimer's and Huntington's disease.

The title is determined by an independent panel sponsored by Elsevier Business Intelligence and gives Prana the opportunity to present to more than 250 guests at Windhover's Therapeutic Area Partnerships meeting in November in Boston, USA.

Past top ten companies have signed \$US17 billion in potential alliances including Vectura, AVEO, Trophos, BiPar, Myogen, Sirtis and Kosan.

Health Carers Confer

THE International Health Care Conference is being held at Sydney Convention and Exhibition Centre from 25-28 September 2013.

The theme of the event is 'Quality health care: Does it make a difference?' - for more information and to register **CLICK HERE**.

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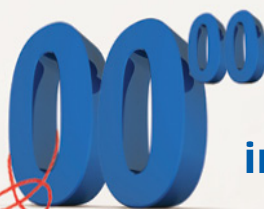
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Health, Beauty and New Products

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

Restoraderm to help bring back skin moisture

Developed by dermatologists for eczema sufferers, the patented technology of **Cetaphil Restoraderm** works to help restore the skin's natural moisture barrier and protect it against dryness. Cetaphil recommends the following daily skin care program to ensure maximum skin hydration and skin barrier maintenance: Cleanse with Restoraderm Skin Restoring Body Wash, and then Moisturise using Cetaphil Restoraderm Skin Restoring Body Moisturiser. Cetaphil is a major sponsor of *Eczema Awareness Week* 2-8 September 2013

Stockist: Major pharmaceutical wholesalers

RRP: \$19.99 for the wash, \$25.99 for the moisturiser

Website: www.cetaphil.com.au



Cherry and Spice and all things nice from Mavala!

Turn up the heat this summer with the new **Mavala Chilli and Spice Collection**. This six piece offering, inspired by tropics of far flung destinations, consists of the hottest most vibrant hues for the summer months: TRINIDAD – a warm, rich blue; JAIPUR – a soft, creamy tangerine; BALI – a light, vibrant fuchsia; BAMAKO – a warm emerald; SAMARKAND – a light, soft purple; CUZCO – a vibrant red. Mavala nail polishes are presented in a perfect 5mL purse-size bottle.

Stockists: 02 9643 2444

RRP: \$8.99

Website: www.mavala.com



Who told you to put a Carmex balm on it?

Carmex Lip Balm is the ultimate when it comes to "priming" your lips this season! Not only does the original Carmex ClickStick with SPF 15 protect against harmful UV rays, it also acts as a perfect base coat, awaiting a topping of your favourite on-trend lipstick! For summer sophistication and simplicity, the range of tinted **Carmex Moisture Plus with SPF 15** is ideal. The beautiful benefit of the tinted Moisture Plus range is that it moisturises and cares for your lips, whilst lending an elegant tint. Carmex products are not tested on animals and are preservative free.

Stockists: 02 9809 5611

RRP: \$4.99 to \$8.99 in different formats.

Website: www.mycarmex.com



Killer Queen by Katy Perry - created by Laurent Le Guerrec

The new, strikingly gorgeous fragrance that captures Katy Perry's rebellious spirit throwing convention to the wind. Created by Laurent Le Guerrec of IFF, *Killer Queen* is an addictive fragrance that bewitches, indulges and demands to be noticed. "The Red Velvet Flower inspired this creation beginning with the richness of the burgundy red, the velvety feel reminiscent of a royal cape and its deep textured floral scent", says Laurent Le Guerrec. The bottle is inspired by a queen's sceptre, the distinct jewel-shaped bottle in shades of royal red and gold portrays sexy sophistication and flawless luxury.

Stockist: 1800 812 663

RRP: \$39.00 30ml, \$9.00 50ml, \$69.00 100ml

Website: www.katyperryfragrances.com



Tafinlar registered

GLAXOSMITHKLINE has confirmed that its **Tafinlar** (dabrafenib mesilate) has been registered for the treatment of metastatic melanoma in Australia.

It's TGA approved for patients with BRAF V600 mutation positive melanoma that is unresectable or metastatic.



DISPENSARY CORNER

LOTS of zinc cream is needed in London at the moment - particularly in the vicinity of a new glass-clad skyscraper which reportedly reflects sunlight pretty much like a magnifying glass.

The shiny tower, which has been dubbed the 'Walkie Talkie' because of its distinctive shape, has been blamed for warping the panels, wing mirror and badge on a Jaguar vehicle which was parked on the nearby street.

Business owners opposite the building on 20 Fenchurch Street have also highlighted damaged paintwork and carpet burns, while a TV crew this week managed to fry an egg in the reflected beams.

Interestingly, the building has been designed by Uruguayan architect Rafael Vinoly, who was also behind the Vdara Hotel in Las Vegas where patrons lying by the pool suffered third degree burns from intense reflections.

NURSES in the UK have been warned about using nail polish and wearing false nails, after a poll highlighted concerns about infection control risks.

The online survey conducted by Cardiff University and London's City University saw every one of the 488 student nurses who responded report seeing at least one breach in infection control rules due to shoddy nail care.

The Royal College of Nurses responded, saying "fingernails should be short and free of nail varnish. False nails should not be worn. Nail varnish and extensions harbour bacteria and prevent good hand hygiene".

Stop tension headaches taking hold

Tension headache occurs in over 80% of the population from time to time.^{1,2} The pressure builds like a vice over hours and can last for days. That's why you want to stop tension headache FAST before it takes hold.

Recommend Nurofen Zavance because it is absorbed twice as fast as Nurofen Tablets.³



References: 1. Steiner TJ *et al*; World Health Organization. *J Headache Pain* 2007; 8 Suppl 1: S3–47. 2. British Association for the Study of Headache (BASH). Guidelines for all doctors in the diagnosis and management of migraine, tension-type headache, cluster headache, medication-overuse headache. 3rd ed (1st revision) 2010. Available at www.bash.org.uk/bash/guidelines.htm. Accessed 15/02/13. 3. Dewland PM *et al*. *BMC Clin Pharmacol* 2009; 9: 19. © NUROFEN is a registered trademark of Reckitt Benckiser Australia. 44 Wharf Road, West Ryde, NSW 2114. ASM122062-0413. REC6863/PD/FP. August 2013. Always read the label. Use only as directed. Incorrect use could be harmful. If symptoms persist see your healthcare professional.

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