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New era Dawns for Circulation Booster

ACTEGY Health has today announced the arrival of its new Revitive IX Circulation Booster, with "loads of new technology and features never seen before that are set to rock the pharmacy world," according to the company.

The product has already won a prestigious Reddot design award, and offers a new ISO Rocker, Wide Wave Pulse Forms, an optional incline and integrated handle.

Demo packs will be arriving in stores this week, with new television advertising featuring Dawn Fraser kicking off this coming Sunday 15th September.

Pharmacies which receive a demonstration unit are urged to make the most of the opportunity and exposure by ensuring it is displayed in a prominent position from that date - but not before.

Cyclophosphamide update

PFIZER Australia has advised health professionals that it's supporting the efforts of Symbion offshoot Clinect to maintain supply of cyclophosphamide 50mg tablets.

Earlier this year Pfizer said that Cycloblastin, used to treat a range of inflammatory illnesses, would be discontinued from 01 October due to a decision by its third party manufacturer to cease production.

However last week the company said it's now working with Clinect to maintain supply of the medicine in the short term via a Special Access Scheme (SAS).

Clinect is a healthcare company that assists in bringing to market medicines available overseas to improve patient outcomes in Australia and New Zealand.

The SAS will commence when final stocks of Cycloblastin are depleted, allowing clinicians to

obtain the product on a case by case basis.

Pfizer added that it's continuing to explore options with Clinect to resume the supply of Cycloblastin tablets in the long term.

Enquiries regarding the SAS for cyclophosphamide 50mg tablets can be directed to Symbion SAS on 1300 012 686.

FDA opioid warnings

THE US Food and Drug Administration has announced class-wide safety labelling changes and new postmarket study requirements for all extended-release and long-acting (ER/LA) opioid analgesics.

The updated indication states that the opioids are indicated for the management of pain "severe enough to require daily, around-the-clock, long-term opioid treatment and for which alternative treatment options are inadequate".

The FDA is also requiring a new boxed warning on ER/LA opioids cautioning about neonatal opioid withdrawal syndrome if they are used during pregnancy.

MMR claim warning

THE Department of Human Services has advised that it's important to submit completed and correct claims for Medication Management Review programs.

Claims may be delayed or rejected if all required documentation - including claim cover sheets and claim for payment forms, are not submitted.

"It is also important that you collect and retain your MMR Registration letter when it is sent to you, as you need it to prove eligibility for the MMR program," the department said.

POTY nominations

THE Pharmacy Guild has announced that entries are now open for the Quality Care Pharmacy Program Pharmacy of the Year awards for 2014.

Once again the awards will recognise excellence in three categories: Business Management, Community Engagement, and Innovation in Professional Services.

Each category will be awarded to a different community pharmacy, with the overall Pharmacy of the Year for 2014 being selected from these three winners.

Cash prizes and a stylish trophy are up for grabs, along with travel and registration costs to attend the APP conference in Mar next year.

For more info and to enter see www.pharmacyoftheyear.com.au.

QLD CORAL COAST

Pharmacy Q243 for sale

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- 200 sqm, Long Lease or Freehold available
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Coca Cola campaign

A COALITION of health groups has today written to senior leaders within Coca-Cola's Australian/NZ operations, calling on the company to "stop weight-washing the issue of obesity with expensive advertising, and instead take practical steps to address the core drivers of weight gain".

They're urging the beverage giant to reduce the sugar content of products such as Coke, Fanta and Sprite, and to stop marketing high-kilojoule drinks to children and young people, including through TV and social media.

The campaign, backed by groups such as Diabetes Australia, the Cancer Council Victoria, the Australian Dental Association and the Obesity Policy Coalition, includes a website with the facts about soft drinks which is online at www.rethinksugarydrink.org.au.

ASMI, Macquarie seal deal



THE Australian Self-Medication Industry has today formally launched its new partnership with Sydney's Macquarie University (PD 09 Aug), which "will produce for the very first time independent, evidence-based research into the current and future impact of self care and self-medication on public health in Australia".

The research program, which will be conducted in three phases over the next year, will determine the value of the consumer healthcare industry in the Australian economic environment, develop insights into consumer attitudes and behaviour towards self care, and "the value of self care in contributing to a sustainable healthcare system in the future".

ASMI executive director Deon Schoombie said that several recent reports into the health system had outlined looming major problems such as rising costs, unsustainable government expenditure and a system under enormous pressure from growing demand due to an ageing population.

"This research will provide a deeper understanding of the role of self care in driving better healthcare outcomes for Australians and how it can play a role in preparing for a more sustainable healthcare system," Schoombie said.

Lead researcher, Macquarie Uni Professor of Marketing Scott Koslow, said the project seeks to "assert consumer sovereignty" by providing insights that will help policymakers understand the value of consumer choice in their health decisions.

"It may even go a step further by providing the necessary evidence and impetus for the Australian government and key healthcare authorities to support the expansion of responsible self care practices across the country".

Pictured above celebrating the collaboration are, from left: Professor Mark Gabbott, Pro Vice Chancellor International Macquarie University; Sakkie Pretorius, Deputy Vice Chancellor Macquarie University; Ralf Dahmen, ASMI vice president and md Omega Pharma; and Deon Schoombie, ASMI executive director.

Security certificates

PHARMACISTS wanting to access the eHealth record system require special National Authentication Service for Health (NASH) Public Key Infrastructure certificates.

According to an update from Medicare Australia yesterday, the certificates are used specifically for eHealth, and are different to the PKI certificates currently used to claim Medicare and PBS payments.

There are two NASH certificates required to access the system - one for the pharmacy and one for the pharmacist.

The NASH PKI Certificate for Healthcare Provider Organisations allows the pharmacy to access eHealth records, access the NASH directory and send secure messages using suitable software.

For the pharmacist, the NASH PKI Certificate for Individual Healthcare Providers is required, to allow access to system via the eHealth record provider portal.

Pharmacies must first have a Healthcare Provider Identifier Organisation (HPI-O) number, while pharmacists require a Healthcare Provider Identifier - Individual (HPI-I) to apply for certificates.

CLICK HERE for more information.

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WANT TO LOOK 5 YEARS YOUNGER?



This week **Pharmacy Daily** has teamed up with **Plunketts** and every day is giving one lucky reader the chance to win a prize pack including Collagen Lift 50g plus a trial size (8ml) of Glyco Peel, valued at \$49.95.

John Plunkett Collagen Lift Moisturiser contains clinically proven levels of the potent anti-ageing active, Matrixyl 3000. Matrixyl 3000 stimulates collagen production in the skin and has been proven to reduce wrinkles by 45% in just two months and visibly reduce your age by more than 5 years! Collagen Lift has been formulated for normal to dry skin

and can be used both day and night. Pharmacy quality cosmeceuticals at a realistic price – Australian made and owned.

To win, simply be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

*In which country is John Plunkett
Collagen Lift made?*

Congratulations to yesterday's lucky winner, **Rowena Dixon** from **Flinders Medical Centre**.

- Cost Effective
- Targeted
- Easy

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

Nature's Own launches EQ Control with clinically trialled Sensoril

Nature's Own has launched EQ Control, an Australian first product to help relieve mild anxiety symptoms, as part of its stress and anxiety range. There are three new products: **EQ Control** – to help control anxiety and achieve inner equilibrium; **Stress & Stamina** – to help with energy and clarity under stress; and **Mood Support** – to help keep emotions balanced during times of peak stress. They complement the existing **St John's Wort** product to help when feeling low.

Stockist: 1800 451 453

RRP: \$32.95 for EQ Control

Website: www.naturesown.com.au



DISPENSARY CORNER

BRAIN damage suffered by a 49-year-old stroke victim in Brazil has turned him into an uncontrollable philanthropist, with the man unable to stop giving away money.

According to psychiatrists at the University of Rio de Janeiro, the stroke led to bleeding in part of the brain associated with higher level thinking and decision making.

The man's wife said that her husband's generosity, which also found him giving sweets, food and drinks to children he met in the street, had almost bankrupted his family.

The report in the *Neurocase* journal said the patient had told doctors he was aware of his unusual behaviour.

However he insisted it was sensible because he had "seen death close up and wanted to enjoy life which is too short".

SURELY this could cause some mental health issues.

A British man has caused some significant annoyance for his neighbours by purchasing about 1000 exotic crickets and setting them loose in his back yard.

40-year-old Daniel Emlyn-Jones, who works as a botanist, said he hoped that the "gentle chirping" of the Mediterranean crickets would evoke a tropical climate.

"The idea of keeping crickets for their songs is rooted in ancient Chinese and Japanese culture," he said.

"But I didn't want to cage them, but let them be free".

Unfortunately wildlife protection officers didn't have a similar view, with the Thames Valley Police issuing him with an official summons over introduction of the non-native species.

James Hogan, who's a curator at the Oxford University Museum of Natural History, said the move could introduce diseases.

"*Gryllus bimaculatus* make loud chirps, but I'm sure Mr Emlyn-Jones can buy CDs with cricket songs on instead," he said.

SunSense's Lip Balm SPF 50+



We all know the importance of slip, slop, slapping but there is one part of our body that often gets neglected in this routine - our lips. Enter SunSense's Lip Balm SPF 50+, a product that blends the highest UV protection with a soothing and moisturising balm. Relatively new to the market, SPF 50+ reduces harmful UV radiation reaching the skin by approximately 50 per cent when compared to an SPF 30 product. Reducing the chance of sunburn also means decreasing the risk of premature ageing, pigmentation and developing precancerous skin changes.

Stockist: 1800 033 706

RRP: \$5.95

Website: www.sunsense.com.au

Love Those Lashes eyelash extensions

This year's European couture shows demonstrated lashes as the perfect accessory, with heavily-lashed models striding the runway for Atelier Versace. Even nearly-nude faces for Valentino and Armani Privé were seen sporting a healthy, natural lash look. **Love Those Lashes** has now developed a unique, safe and pain-free technique to apply all types of lash extensions to lower lashes to complement upper lashes for the ultimate fashion-forward effect.

Stockist: 1300 527 437 or 02 9852 7410

RRP: \$49.00 Acrylic lashes; \$59.00 Silk lashes; \$6.00 Mink lashes

Website: www.lovethoselashes.com.au



Colour by TBN nails it in every imaginable hue...

More than two million bottles of Colour by TBN nail polish have now been sold, showing that the product's "high fashion meets high-end salon quality" promise is truly resonating in Australia. Colour by TBN offers a high quality bottle and black thick cap for easy application, with a huge range of 70 colours available to suit every mood, occasion and outfit.

Stockist: 1300 765 332

RRP: \$2.50 (15ml)

Website: www.tbn.com.au

