

## Blooms pharmacy only

IN spite of opportunities to promote the Blooms Health Products brand range through grocery, it has been Phytologic's determination to focus solely on pharmacy and health food.

Phytologic md Brett Ditchfield said the company was approached some years ago by one of the major grocery chains wanting to stock Blooms, and after looking at the opportunity had made a "clear company decision" not to go down that path.

He explained that this was "not a decision we took lightly" because of previous longstanding ties through one of the firm's founding products Herb-a-lax which has been sold through grocery for many years.

However he said the company had "stuck firmly by this vision to keep the Blooms Health Products brand with pharmacy and health food and out of grocery, ever since."

Phytologic now provides a highly popular online training programme for all store staff to utilise, being rewarded as they learn.

The Blooms Health Products brand began in 1947, and remains 100% Australian owned and operated, with Ditchfield saying "we are committed to contributing to the Australian economy by keeping production on-shore and providing jobs for Australians."

The Blooms range is expanding with the introduction of a new 'Powder Range' focusing on well-priced high quality pure powders with no fillers or additives.

## Health ministers named

**INCOMING** prime minister Tony Abbott yesterday confirmed the appointment of Peter Dutton as Australia's new Minister for Health, and he will also be Minister for Sport in the new Cabinet.

Abbott said that mental health would be part of Dutton's portfolio, but newly appointed Minister for Social Services, Mitch Fifield, will be responsible for disabilities and aged care.

And rather than a Parliamentary Secretary for Health, Abbott has appointed Fiona Nash as Assistant Minister for Health, while Marise Payne is the new Minister for Human Services.

Stakeholders from across the industry have welcomed the appointments, with Medicines Australia saying that with more than four years as Shadow Health Minister, Dutton "understands how the business model of this industry operates and the important role we play in delivering medicines to Australian patients".

PSA national president Grant Kardachi said the appointments reflected the Coalition government's commitment to the health sector, and would be welcomed by pharmacists across the country.

"Mr Dutton has always displayed great interest in the wide range of skills pharmacists possess and how these skills can be better utilised in providing improved health outcomes for the community".

The Pharmacy Guild congratulated

the ministers on their new roles, having enjoyed a good working relationship with Dutton while in opposition.

"There are many current issues of importance to community pharmacy and to pharmacy patients, and we look forward to engaging on these with the new Minister," the Guild said.

And as well as welcoming the new health ministers, the Generic Medicines Industry Association said it was keen to explore options "to maintain a responsible and viable medicines industry" with new Minister for Industry, Ian Macfarlane and Minister for Trade and Investment, Andrew Robb.

The Australian Self-Medication Industry urged the new govt to ensure health policies focus on self-care, while new Complementary Healthcare Council ceo Carl Gibson encouraged the ministers to "invest in a healthy Australia".

## RGH Bulletin - NOAC's

**THIS** weeks RGH Bulletin looks at the *Clinical issues with the newer oral anti-coagulants*.

The review summarizes key issues around the novel anticoagulants now listed on the PBS - and interestingly concludes that "none of these novel anticoagulants have been demonstrated to have clear advantages relative to warfarin or low molecular weight heparin."

"People who are well controlled on warfarin will probably not benefit from changing to NOAC," it adds - **CLICK HERE** to view.

## Nurofen Zavance

**TODAY'S** Pharmacy Daily has three pages of the latest industry news plus a full page from Reckitt Benckiser promoting the fast acting Nurofen Zavance to stop tension headaches taking hold.

See **page four** for details.

**John Black**

Owner of

McDonalds Amcal  
Pharmacy Casino NSW



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**John Black**

Owner of McDonalds  
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## Guild Update

### Continued Dispensing

A reminder that from 1 September 2013, pharmacists in South Australia, Tasmania, Victoria and Western Australia have an additional option for the urgent supply of eligible PBS medicines in the absence of a prescription.

Legislation in other States is being reviewed.

Continued Dispensing allows the supply of a standard PBS quantity of an eligible medicine to a patient when:

- there is an immediate need for the medicine to continue
- it is not practicable to obtain a prescription
- continuation of the medicine is supported by a history of ongoing therapy and clinical review in the past 12 months
- the medicine is safe and appropriate for the patient

Continued Dispensing supply is currently limited to oral contraceptives and cholesterol-lowering medicines ('statins').

The Guild and PSA have been working with the Department of Health and Ageing to develop the initiative.

Information about Continued Dispensing can be found at [www.scpa.com.au](http://www.scpa.com.au)

The professional guidelines and Practice Tool can be found at [www.psa.org.au](http://www.psa.org.au).



The Pharmacy  
Guild of Australia

## Nature's Own lifts sales

THE launch of new "shopper solutions" units highlighting the Nature's Own range has seen year to date sales growth of up to 15% in participating pharmacies.

200 of the special units have been piloted so far, and Sanofi Consumer Healthcare director Luke Fitzgerald said the company has "big plans to put a lot more in".

They're part of the "brand transformation" for Nature's Own which includes a new look and a major advertising campaign to reposition the product featuring Bear Grylls (PD 28 Jun).

The relaunch has also seen significant innovation in the Nature's Own Range, with Sanofi's Brisbane facility enabling new products to be quickly brought to market because the full development lifecycle takes place in-house, from concept right through to final production.

The company has undertaken a major research project with the aim of guiding product development and marketing, and a key finding was that consumers want "stores that take the confusion out of buying vitamins, minerals and supplements".

This "consumer-centric innovation" process has also so far seen 12 new products launched, with lots more in the pipeline.

This weekend Sanofi will launch the next phase of the campaign, again featuring Grylls and this time promoting the multi-vitamin range.

The company said that feedback from trade partners had been excellent, with growth from both the pharmacy and grocery channels.

Yesterday the company hosted a tour of the facility, which has recently seen \$20 million invested



in new equipment including an amazing soft-gel production line which is mainly used for Ostelin and includes a multi-stage dryer.

Pictured above during the tour is Sanofi Consumer Healthcare's site director David Newland in part of the R&D section of the plant.

## Headache week

HEADACHE Australia is encouraging chronic headache sufferers to join the Headache Register, as part of activities for Headache and Migraine Week which takes place 16-22 Sep.

There will also be events around Australia in partnership with Hydration Pharmaceuticals, aiming to highlight the link between dehydration and some headaches.

See [headacheaustralia.org.au](http://headacheaustralia.org.au).

## Viropharma in play

US developer of drugs for rare diseases, Viropharma, is believed to be a potential takeover target, with Bloomberg reporting unsolicited offers from Sanofi-Aventis and Shire.

Viropharma shares rose 28% on Friday, the largest single day increase in more than 8 years.

The company's products include a "promising new treatment" for cytomegalovirus, a form of herpes.

## Australia strong for Aspen

ASPEN Pharmaceuticals says that the Asia Pacific region contributed 37% of its total gross revenue for the year to 30 Jun, for the first time moving to become the largest contributor to the group.

According to the company's annual results released in South Africa last week, the Asia-Pacific performance "was achieved despite the mandated price cuts in Australia imposed by existing legislation".

Total company revenue from continuing operations increased by 27% to R19.3 billion (A\$2.11 billion) and overall operating profit was up 28% to R5 billion (A\$546 million) with "normalised headline earnings" rising 32% to A\$415m.

Aspen Group ceo Stephen Saad said "while all business segments

recorded substantial growth, the international business excelled with a superb performance driven by a combination of organic and acquisitive revenue growth".

The Asia-Pacific performance was supported by acquired products and "pleasing progress in the Asian territories," while other milestones during the year included the distribution in Australia of the classic brands portfolio acquired from GlaxoSmithKline in December 2012, as well as the infant milk division purchased from Nestle earlier this year (PD 23 Apr).

Aspen is also in the process of major acquisitions from MSD and GSK, which it said will transform the group, adding established products with strong markets and widening the company's geographic reach.



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## EMA launches new structure

**THE** European Medicines Agency overnight released details of its new organisational structure, with the changes “fundamentally reorganising the Agency’s operations to support better its public and animal health mission”.

The new structure sees the EMA having four new core divisions, with responsibilities right through the lifecycle of medicines for human use, from development to use in patients.

The four human medicine divisions are: Human Medicines Research and Development Support; Human Medicines Evaluation; Procedure Management and Business Support; and Inspections and Human Medicines Pharmacovigilance.

The reorganisation separates the scientific and procedure management functions of the EMA.

“With the increasing number and complexity of applications being handled by the Agency’s committees, this is intended to reinforce the robustness and quality of the Agency’s output and

allow development of greater specialities able to respond and support the work of the committees,” the EMA said.

Veterinary medicines are also managed through a single Division that has been refocused to deal solely with animal health, while a new Division for Stakeholders and Communication has also been created to provide improved coordination of the Agency’s relations with stakeholders.

New advisory roles have been created including Chief Policy Adviser and Head of Programme Design Board, adding to the existing functions of Senior Medical Officer, International Affairs, Audit and the Legal department.

“The changes announced today will reshape the EMA so that it is ready to handle future challenges and seize opportunities,” said EMA executive director Guido Rasi.

“My aim is to give our scientific committees the best possible support...to help them keep delivering high-quality, consistent opinions,” he added.



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## New orphan drug

**THE** Therapeutic Goods Administration has added INOmax (nitric oxide) to its list of designated orphan drugs.

INOmax is sponsored by Delpharm Consultants Pty Ltd and is indicated for the treatment of Persistent Pulmonary Hypertension (PPH) in neonates.

## Ciggie joint pain link

**THE** Australian Rheumatology Association has reported on a strong link between smoking and rheumatoid arthritis, with a Swedish study published this year finding a doubling of the risk of the joint condition in people who smoked between one and seven cigarettes a day.

The risk was also greater the longer a person smoked, according to Dr Michelle Leech, a rheumatoid arthritis researcher at the Monash Centre for Inflammatory Diseases.

## Drugs in Sport at PAC

**SYDNEY** University’s Andrew McLachlan will present on the subject of Drugs in Sport at the upcoming Pharmacy Australia Congress in Brisbane, highlighting the key role that pharmacists have in supporting athletes in maintaining their health, aiding recovery and providing info about quality use of medicines.

## Rego data released

**THE** Pharmacy Board of Australia has published the latest quarterly registration data for pharmacists, for the three months to 30 Jun.

The figures provide a breakdown of pharmacists in each state and territory by registration type, age by registration type, and gender by state and territory by registration type.

During the quarter there were 27,339 registered pharmacists across the country, of whom 24,571 have general registration, 1809 have provisional registration, 942 are non-practising, and 17 have limited registration working in postgraduate training, supervised practice, teaching or research.

**CLICK HERE** to view the data.



## DISPENSARY CORNER

### FACING

facts in the mirror has just taken on a whole new perspective as a US company now offers a glue-on face alternative to plastic surgery.

Claimed to replace both the “painful” option of surgical intervention for beauty and the “tedious” task of applying layers of makeup, the Uniface Mask glue-on face comes completely made up to last with enviable features.

Forget skin smoothers, base makeup, blushers, blotches, pimples, rosacea and powder makeups - the answer is here.

The brainchild of Zhuoying Li, a graduate from the New School for Design in New York, the instant face-lift promises a “lifetime’s worth of confidence” using “bionic skin” technology for what is claimed to be a comfortable fit.

“Uniface Mask is a dream fulfilling face that satisfies today’s beauty standards,” says the company’s website online at [www.unifacemask.com](http://www.unifacemask.com).

“Giant anime eyes, long lashes, a high nose bridge, and narrow chin and cheeks are all in one product for a lifetime’s worth of confidence. It’s time to be free from painful and dangerous plastic surgeries or tiring make up, gadgets and circle lenses.

“With Uniface mask, it’s only one step to become an ideal beauty. Simply spray on our cell-blending glue, and put on the mask. Your beautiful life will start from here!”

At this stage the Uniface Mask is only promoted for women, and costs US\$399.99 including the special “cell-blending glue,” and the site says it qualifies for the FDA G.R.A.S. (generally recognised as safe) standard.



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

**What year was Manicare established in Australia?**

Hint! Visit [www.manicare.com.au](http://www.manicare.com.au).

Congratulations to yesterday’s lucky winner, Kathy Shaw from Charles Sturt University. The correct answer was Aztec.



# Stop tension headaches taking hold

Tension headache occurs in over 80% of the population from time to time.<sup>1,2</sup> 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.<sup>3</sup>**



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](http://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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