



## TGA nods Breo Ellipta

**THE** Therapeutic Goods Administration (TGA) has approved Breo Ellipta (fluticasone furoate/vilanterol trifenate) for asthma and chronic obstructive pulmonary disease (COPD).

Sponsors GSK Australia and Theravance Inc said it was the first combination of an inhaled corticosteroid and a long-acting beta-agonist, with two strengths licensed for the treatment of asthma - 100/25 mcg and 200/25 mcg - and the former for COPD.

## PBA homeopathy ruling?

**FRIENDS** of Science in Medicine (FSM) is calling on the Pharmacy Board of Australia (PBA) to urge pharmacists to rid their shelves of homeopathic medicines following the National Health and Medical Research Council (NHMRC)'s draft report on homeopathy.

The draft paper found there was "no reliable evidence that homeopathy is effective for treating health conditions" and FSM founding president Professor John Dwyer said as people well-trained in science and asking for a larger role in primary healthcare provision, pharmacists should not be stocking their shelves with non-evidence based products.

As some of the most trusted healthcare professionals in the country, and as an industry which adhered to the PBA's code of conduct, which stated that pharmacists would practise in accordance with the current and accepted evidence base of the health profession, pharmacists needed to be "champions of evidence based medicine," he said.

FSM was asking the Board to reinforce the message that its code of conduct committed pharmacists to provide evidence based products and that if there was no evidence for a product, it should not be "foisted" on the public, he said.

A PBA spokesperson said while the Health Practitioner Regulation National Law did not limit practice,

all pharmacists needed to adhere to its codes and guidelines.

The spokesperson said if anyone had concerns about a pharmacist's health, conduct or performance, they could lodge a notification with the Board.

In its 'Guidelines on practice - specific issues', the PBA has stated that a pharmacist acting in the capacity of an alternative therapies consultant is to carry out this function as "separate and distinct from the practice of pharmacy in approved-pharmacy premises."

Complementary Healthcare Council ceo Carl Gibson said homeopathy had been around for a couple of hundred years and he was sure it would be around long after the critics were gone.

A Pharmacy Guild of Australia spokesman said people were entitled to make such calls of the PBA and the Guild was not a regulatory authority.

The Guild policy for all complementary medicines was that pharmacists needed to adhere to their professional and ethical requirements in providing sound advice about the evidence basis, in relation to all products sold, he said.

## Managing Cancer Pain

**THE** RGH E-Bulletin this week points to The Cancer Council Australia who has recently produced evidence-based clinical practice guidelines for the management of cancer pain in adults, available online.

The bulletin summarises some contents and provides an online relative potencies source for practitioners who may need to switch therapies by directing them to the EviQ Opioid Conversion Calculator provided by the NSW Cancer Institute.

**CLICK HERE** to access the E-Bulletin.

## Vit D insufficiency rife

**THE** Australian Self Medication Industry (ASMI) has said that vitamin D supplements can help with overcoming a widespread vitamin D deficiency.

The Australian Bureau of Statistics has reported that nearly a quarter of Australians have a vitamin D deficiency.

The 2011-13 Australian Health Survey (AHS) found that 17% of people had mild deficiency, 6% a moderate deficiency and less than 1% a severe deficiency but lower in those who took a supplement.

5<sup>th</sup> Community Pharmacy Agreement

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## Smarter Clinical Rx

**DUE** to Mother's Day celebrations on 11 May, Blackmores has moved Dr Pauline Robert's 'Smarter Clinical Prescribing' full day workshop in Melbourne from 11 May to 29 Jun.

The 'Fundamentals 2' afternoon workshop will still be on 10 May.

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## Category 3 subs

THE Office of Medicines Authorisation has advised that applicants of Category 3 prescription medicine submissions will no longer receive an acknowledgement letter.

This information could be viewed via the Therapeutic Goods Administration (TGA)'s eBusiness Services, the TGA said.

Submissions received after 01 Jun would not be issued with a letter, it said.

## Early device access

THE US Food and Drug Administration (FDA) has proposed a new program for early access to high-risk medical devices for patients with serious conditions whose medical needs are unmet by current technology.

Called the Expedited Access Premarket Approval Application (Expedited PMA), it had earlier and more interaction with FDA staff, the organisation said.

For more, [CLICK HERE](#).

## Major GSK, Novartis deal

UK company GlaxoSmithKline plc (GSK) has announced a three part transaction with Novartis AG.

This involved GSK buying Novartis' global vaccines business, excluding influenza vaccines, for an initial US\$5.25b with further potential milestone payments of up to US\$1.8b, GSK said.

This includes the addition of Bexsero, a new vaccine for the prevention of meningitis B, to GSK's business.

GSK said it would divest its oncology portfolio and related R&D activities and rights with relation to its AKT inhibitor, as well as grant

of commercialisation partner rights for future products, to Novartis for US\$16b, with up to US\$1.5b dependent on the results of the COMBI-d trial.

The transaction would see the two companies build a Consumer Healthcare business with GSK having majority control at 63.5%, with GSK ceo Sir Andrew Witty saying the companies would create the world's premier OTC business.

The company expected to return around AUD\$7.2b to shareholders at the transaction's completion, he said.

## Priceline campaign

PRICELINE Pharmacy has launched a national campaign called 'You Beauty', in partnership with Pacific Magazines.

Running throughout May in print, online, broadcast and social media, the campaign would celebrate the diversity of Australia, API ceo Stephen Roche said.

## Vit D role webinar

WITH the increased interest in the role of vitamin D in healthcare, Arthritis NSW is conducting a webinar on the subject.

Presented by Professor Rebecca Mason, an editor of the *Journal of Bone and Mineral Research* and the journal *Endocrinology*, the webinar aims to provide clarity for health professionals on what information should be provided to clients about vitamin D, as well as providing insight into the latest research in this area.

The webinar is being held on 02 Jun from 5pm EST and costs \$40.

[CLICK HERE](#) to register.



WIN PINK AND BLUE WITH DREAMBABY

Every day this week, we're giving our readers the chance to win a Dreambaby® prize pack, including a Deluxe Brush and Comb Set and a Three Stage Baby Gum & Tooth Care Set.

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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](mailto:newproducts@pharmacydaily.com.au)



### DISPENSARY CORNER

#### EGG-CELLENT work.

You've most likely been inundated with terrible puns (as above) and chocolate over the weekend so to glorify in excess, we thought we'd bring you the Faberge Big Egg Hunt auction, an event raising money for children in New York through Studio in a School and for conservation efforts through Elephant Family.

The auction will see the sale of, reportedly, the world's biggest chocolate egg, Jacques Torres' 'We Are New York', at 30 inches high and 100 pounds in weight, depicting iconic scenes and landmarks of the City.

The egg is going for US\$3,200 at time of writing.

The most expensive egg in the auction is Zaha Hadid's Liquid Skyline, made from fiberglass and automotive paint and sitting at a cool US\$37,000.

#### PALCOHOLICS?

The US government has signed off on powdered alcohol, made to be mixed into drink or sprinkled over food, with the product due to be available in the US autumn.

'Palcohol' has been signed off by the Alcohol and Tobacco Tax and Trade Bureau in seven flavours including Margarita, the *Telegraph* reported.

#### MAYBE check the back again...

If you're planning on moving buildings or house any time soon, it might pay to check the back of the moving van one last time, given Steve Potter's experience in the United Kingdom.

Potter hired a van but got a little something extra when he opened the vehicle to find a five foot long North American Red Corn snake, the *Telegraph* reported.

The publication said the snake was thought to belong to a previous hiree of the van.

One 'Crocodile Joe' was recruited to rustle the rebellious reptile, describing snakes as "great escape artists," the publication said.

### Little Eyes Cleansing Wipes

Gentle eye compresses can help relieve infant discomfort experienced during a cold. Alcohol, fragrance and preservative-free **Little Eyes Cleansing Wipes** can be used as both a gentle warm or cool compress to cleanse the delicate area around your little one's eyes, softly wiping away crusting and sticky residue between the littlest eyes and eyelashes. Little Eyes is pH balanced to match your child's own tears, ophthalmologist recommended and suitable for newborns.

Stockist: 1800 788 870

RRP: \$15.95

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



### Mother's Day 'Perfect Hair Day' by Suigo Shampoo and Conditioner plus bonus



Suigo offers fabulous value for all mums wanting soft, silky, beautiful hair in this special Mother's Day gift pack. The pack is comprised of the famous **Suigo Control Shampoo** and **Suigo Control Conditioner** plus the outstanding value bonus of the unique **Silk Protein Reparative Treatment** together with a complimentary in-salon treatment all valued at \$87.95. Give Mum the gift that lasts with the fresh warm glow of Suigo's patented blend of moisturisers, restoratives and conditioners that restore full flowing velvety beauty to Mother's hair, also repairing damaged ends from loss of suppleness.

Stockist: 0450 677 423

RRP: \$47.00

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

### GSK's Nicabate Oral Strips double chances of quitting

Announcing the first and only nicotine oral strip that starts to relieve your urge to smoke in 50 seconds. **Nicabate Oral Strips** dissolve on your tongue quickly and release nicotine fast, all with a fresh, minty flavour, fully dissolving in approximately three minutes, providing quick, discrete relief when you need it. It comes in a single strength (2.5mg) and is intended for light smokers who smoke their first cigarette 30 minutes or more after waking.

Stockist: 1800 028 533

RRP: \$14.99 for a pack of 15, \$49.99 for a pack of 50

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



### Settle Irritable Bowel Syndrome with Iberogast Oral Liquid

If you suffer from Irritable Bowel Syndrome, you are not alone. IBS is very common and experienced by an estimated 10% of all Australians, with many more suffering unexplained gastrointestinal symptoms. **Iberogast Oral Liquid (STW5)** is the combination of nine extracts that work together to provide relief of a range of gut symptoms such as heartburn and indigestion. Extensively studied as a natural medicine, Iberogast has been used by an estimated 25m people worldwide for over 50 years. Iberogast is the only complementary medicine for IBS and Functional Dyspepsia assessed for efficacy by the TGA.

Stockists: 1800 334 224

RRP: \$26.95

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

