



Friday's Comp winner

FRIDAY'S lucky winner of the Plunketts Moisturiser Pack is **Carolyn Clifford** from Pharmabroker.

This week **Pharmacy Daily** is giving five lucky readers the chance to win a Thursday Plantation Pack. See **Page 2** for details.

Esomeprazole generic

RANBAXY has launched its first esomeprazole generic, listing it on the Pharmaceutical Benefits Scheme at the same time.

Ranbaxy md Alex Evans said the generic Esomeprazole RBX would be available through all major distributions and pharmacists would have access immediately.

He said it was the only generic available and the October price cuts would make it an important focus for pharmacy.

Pharma PPI increase

THE final demand producer price index (PPI) for pharmaceutical and medicinal product manufacturing rose by 5.2% in the June quarter, according to the Australian Bureau of Statistics (ABS).

The ABS said final demand excluding exports fell 0.1% in the June quarter 2014, which was partly offset by rises in the prices received for pharmaceutical and medicinal product manufacturing, but rose 2.3% year on year.

Final demand measured goods and services that were ready for consumption, ABS said.

Final demand excluding exports for the March quarter rose 0.9%, which ABS said was partly offset by a fall of 4.6% in the prices received for pharmaceutical and medicinal

product manufacturing.

Year on year to the March quarter, final demand excluding exports rose 2.5%.

Medicines Australia ceo Dr Brendan Shaw said it was difficult to draw conclusions from one quarter's figures and it was important to remember these were not consumer prices nor prices paid on the PBS, but prices producers in the sector faced.

"We already know that the prices of many medicines on the PBS are falling and the ABS consumer price indexes show that consumers have been seeing some of the largest price falls for prescription medicines in recent times due to PBS price disclosure.

"The most recent producer price figures may show the growing pressure on the sector facing, on one side, higher costs, but on the other side, falling prices received from both government and consumer."

CLICK HERE for the June PPI figures and **HERE** for the March PPI figures.

PBS website updates

THE Schedule of Pharmaceutical Benefits was updated on 01 Aug.

Changes include additional items, such as saxagliptin 2.5mg tablet, 28 (Onglyza) and betaine 1 g/g oral liquid: powder for, 180g (Cystadane).

Deletions for brands listed include alprazolam 250 microgram tablet, 50.

CLICK HERE to access.

Therapy or food?

THE Therapeutic Goods Administration (TGA) has posted an interactive Food-Medicine Interface Guidance Tool with explanatory material.

Manufacturers, suppliers and importers need to understand the distinction because of the varying regulatory issues surrounding therapeutic goods versus those applying to foods.

The Australian Self Medication Industry (ASMI) welcomed the move, saying the TGA worked collaboratively with Food Standards Australia New Zealand, the Federal Department of Health and state and territory food authorities to develop the materials.

CLICK HERE to access it.

PSA award nomination

NOMINATIONS for the Pharmaceutical Society of Australia (PSA) Awards for Excellence are open for another four weeks.

PSA national president Grant Kardachi said the PSA Excellence Awards acknowledged and recognised some of the profession's great achievers and he encouraged pharmacists to nominate their peers for an award.

There were three categories; Pharmacist of the Year, Young Pharmacist of the Year and Lifetime Achievement Awards, he said.

The Pharmacist of the Year, Young Pharmacist of the Year and the Lifetime Achievement Award recipients receive prizes including a Symbion Education Grant to the value of \$9,000.

Nominations close 29 Aug - go to www.psa.org.au.

NPS RADAR reviews

NPS RADAR reviews of PBS listed ivermectin (Stromectol) for typical and crusted scabies, ferric carboxymaltose (Ferinject) for iron-deficiency anaemia, and tapentadol sustained release (Palexia SR) for chronic severe disabling pain in its latest issue.

Also included is an article on aciclovir (Bretaris Genuair) for chronic obstructive pulmonary disease and a summary of evidence appraisal in the form of the GRADE systematic evaluation of the quality of evidence.

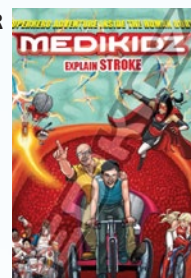
CLICK HERE to access NPS RADAR.

Comic book for stroke

BOEHRINGER Ingelheim (BI) and the National Stroke Foundation have developed a comic book to help explain stroke to children.

The free book was available to pharmacists who could contact either organisation for copies to use as resources for patients, BI said.

The book is based on a true story, the company said.



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Weekly Comment

Welcome to **PD's** weekly comment feature.

This week's contributor is

Catherine Cervasio, Dip. Aromatherapy, Infant Massage Instructor, Founder - Aromababy Natural Skincare



Baby Skin Safe

MANY parents associate the arrival of their newborn with the use of highly fragrant lotions and frothing bath products, believing in some way these may enhance their own personal, baby care experience and are perhaps 'essential' to being a good parent. As some research indicates, however, some baby products may not be ideal for newborn skin or more importantly, an acute, still developing, sense of smell.

With this in mind, aim to suggest that parents initially avoid products that contain fragrance (including essential oils) for at least the first important weeks of a newborn's life. Surfactants/detergents from the 'sulphate' family, which may strip delicate, newborn skin of its natural oils and lead to dryness and irritation, are also worth avoiding.

If parents avoid any added colour, natural or otherwise, petro-chemicals (including liquid paraffin and mineral oil, a common ingredient still used in some baby massage oils) this may also prove beneficial.

Some parents are also looking to avoid baby products which contain propylene glycol and parabens (used to preserve products), as well as cocoamidopropyl betaine (a foaming agent which can dry skin), so it is crucial to be aware of these key baby skincare ingredients as an information provider to new parents.

Comp meds growth

COMPLEMENTARY medicines industry revenue has grown 54% to \$3.5b over the past five years, the Industry Survey 2014 has said.

The Survey's results were announced at the Complementary Medicines Australia launch.

It involved 156 complementary medicines companies and data

from EuroMonitor, the National Institute of Complementary Medicine and IBIS World.

It was conducted online from November to January this year.

The survey found 83% of complementary medicine (CM) companies were expecting to grow their business over the next three years and that 45,000 extra jobs were expected, as 58% of companies expected to have growth in employee numbers also.

It found 62% of companies were engaged in export business and eight out of 10 export countries were in the Asia Pacific region, with NZ the top market.

It found 17% of companies generated \$15m or more in annual revenue, the majority in manufacturing, which saw 52% with \$15m turnover or greater.

Sales of vitamins and dietary supplements grew by 19% in 2013 to \$1.94b, the survey found.

The majority of companies (82%) said excessive regulatory burden by the Therapeutic Goods Administration was a major issue affecting business, with 43% saying high operating costs and 40% discounting of product through supermarket and pharmacy chains.

The National Health and Medical Research Council released CM resources this year which said there were about 10,000 products on the Australian Register of Therapeutic Goods - **CLICK HERE** for resources.

MA joins PBS chorus

MEDICINES Australia (MA) has added its voice to submissions to the National Health Amendment (Pharmaceutical Benefits) Bill including that no further PBS reform is needed (**PD** 30 Jul).

The submission recommended that no further reform of the PBS was necessary, that introduction of co-payment and/or safety net threshold increases should take into account the impact on preventative and chronic health management and savings must be reinvested into medicines research and the PBS to ensure ongoing access to innovative medicines.

Calling for "a stable and predictable policy environment", MA said while savings had been made over the past few years, three negative effects had put additional pressure on federal budgets: declining exports by about 20% over the last 12 months, declining R&D by about 30% and significant restructuring and job losses in many companies.

CLICK HERE to access submissions.



DISPENSARY CORNER

"SEE for yourself!"

Imagine a future where patients will just hold out an arm in order for you to see for yourself how their medication regime is going - it may not be too long before this moves from imagination to reality, based on research published in the journal *CELL* which found a way to turn organs "macromolecule-permeable and optically" transparent but kept tissues intact.

Reported by the *BBC*, the researchers said it could help visualise how organs interacted and be used to detect the spread of viruses and cancers.

The publication reported the researchers developed a three stage technique involving the dissolving of light-bending lipids and mesh to support tissues.

CLICK HERE for the research.

WHAT a sweet gesture.

You'd almost hope that NBA legend LeBron James broke something in your pharmacy, if this is the kind of apology he gives out - James sent 800 cupcakes to Bath Township, Ohio, to apologise for the chaos caused by his signing on with the Cleveland Cavaliers, *Reuters* reported.

The police department and 65 homes received the sweet treats with a message from the James family apologising for the fans and media laying siege to the NBA player's home before the signing announcement, the publication reported.

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WIN A THURSDAY PLANTATION PACK

This week **Pharmacy Daily** is giving five readers the chance to win a **Thursday Plantation** pack.

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Does Thursday Plantation Macadamia Oil help restore dehydrated skin?

