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PAC14 motivational

A KEY presenter at the Pharmaceutical Society of Australia PAC14 conference in Canberra National Convention Centre is Dr Sam Prince, a motivational speaker, who will detail his life and career, and the philanthropic work he is doing on partnering and practising in Aboriginal and Torres Strait Islander communities.

For details and registration, go to www.psa.org.au.

Ultibro Breezhaler up

THE Australian Therapeutic Goods Administration-approved Novartis' Ultibro Breezhaler 110/50 (indacaterol/glycopyrronium) in March this year for maintenance treatment of chronic obstructive pulmonary disease (COPD) and the dual bronchodilator is now available on a private prescription.

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Pharmacy on MA Code

PHARMACY bodies have submitted to the Australian Competition and Consumer Commission (ACCC) about Medicines Australia's proposed 18th Code of Conduct (PD 03 Jul).

The Pharmacy Guild of Australia suggested that a monetary threshold for reporting of payments to healthcare professionals (HCPs) should be included, determined in consultation with stakeholders.

"It is our view that the threshold proposal strikes the right balance between providing transparency regarding payments to HCPs and minimising the potential for HCPs to be discouraged from attending educational and training events."

A requirement should be added that when HCPs received a payment for a reportable activity above a certain monetary threshold, a mandatory condition should be that the HCP consented to have personal details publicly displayed and that if they did not consent, the company

should inform them it could not provide the payment, the Guild said.

The Pharmaceutical Society of Australia (PSA) said it did not support the supply of product starter packs as it appeared that this gave rise to medicines inadvertently issued to consumers without appropriate labels or information, which could impact patient safety.

It recommended a pharmacist member on the Monitoring Committee and said it supported the transparency model allowing for "robust but pragmatic recording arrangements" which meant processes were not administratively burdensome and that data was meaningful for Australian consumers.

It advocated for education initiatives to educate pharmacists and others about the transparency model, it said.

The Society of Hospital Pharmacists of Australia (SHPA) said it would support the application of the transparency model across all medicines manufacturers or sponsors in Australia.

The SHPA said the Code should include a section on the relationship between pharmaceutical companies and healthcare or employer organisations mirroring the section about individual HCPs.

CLICK HERE for the Guild submission, HERE for the PSA's and HERE for the SHPA's.

New rhinitis therapy

DYMISTA 125/50 (azelastine hydrochloride/fluticasone propionate) from Meda Pharmaceuticals is a newly Therapeutic Goods Administration-approved treatment for the symptoms of allergic rhinitis and rhino-conjunctivitis under certain conditions.

WIN A THURSDAY PLANTATION PACK

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

Perfect your skin with the power of nature's oils. Thursday Plantation captures the power of nature's oils to restore and maintain youthful and healthy looking skin.

Thursday Plantation Nurture Oil is a blend of nutritious plant oils to naturally decrease the visibility of scars and stretch marks.

Thursday Plantation Macadamia Oil helps to strengthen the skin's protective barrier and provides deep hydration to restore dry and ageing skin.

To win, be first to send in the answer to:
comp@pharmacydaily.com.au



Is Nurture Oil suitable to reduce the visibility of scars and stretch marks?

Congratulations to yesterday's winner, Dianne Sampson from Kapunda Chemplus.

Falling med exports

MEDICINES Australia (MA) has said falling medicines exports have reinforced the need for a new medicines industry strategy.

Exports fell by 13.5% to \$3.63b in 2013-14, the lowest level since the 2005-06 financial year, MA said.

Ceo Dr Brendan Shaw said while the downturn could reflect ongoing restructuring in the industry, Australia had strengths and competitive advantages that should be built on.

"What's needed now to grow Australia's innovative medicines industry is a supportive policy environment in PBS policy and intellectual property, reform in regulations for clinical trials and data, and initiatives to develop a competitive tax environment collaboration between public research and private industry."

For more, [CLICK HERE](#).

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PCEHR scrutinised

THE Department of Health (DoH) has launched an online survey to reassess some elements of the Personally Controlled eHealth Record System (PCEHR), as first reported by *Pulse+IT*.

DoH is seeking feedback from all stakeholders on the implementation of the recommendations from the PCEHR Review.

The feedback would inform system design, implementation schedule and the planning for communication, education and risk management, DoH said.

CLICK HERE to access the survey.

Pregnancy med updates

THE Therapeutic Goods Administration has updated its Prescription Medicines in Pregnancy database to include new chemical entities, including acridinium bromide and mirabegron.

CLICK HERE for more.

BMJ okay on statins

AN INDEPENDENT panel of experts has advised that the *British Medical Journal's* (BMJ) handling of, and processes around, two controversial articles about statins were appropriate, timely and reasonable.

The articles involved a figure for side effects of statins which was incorrect, with corrections published and the editor in chief asked the panel to decide whether to retract the articles or not, after calls to do so (*PD* 16 May).

The panel said it was unanimous in its decision that the two papers did not meet any of the criteria for retraction and that the error did not compromise the principal arguments made in the papers.

These involved interpretations of evidence regarding proposals to extend the routine use of statins to people at low risk of cardiovascular disease, *BMJ* said.

The panel said the patient data in the studies should be made available to inform current debates.

For the panel report, **CLICK HERE**.

Tas 1 Health system

THE Tasmanian government has announced it will move from three Health Organisations to one by July next year.

To be called Tasmanian Health Services, the plan also included the establishment of a Health Council of Tasmania with stakeholder representatives to provide advice to the Health Minister on the state's health system, but a government spokesperson said only that terms of reference were being drafted when asked whether the pharmacy sector would be involved or whether a pharmacy representative would be included in the Council.

The Tasmanian Department of Health and Human Services will also undergo a review to reduce duplication.

When asked whether sector groups such as the Pharmacy Guild would be consulted, the spokesperson said stakeholders were invited to submit following the release of an Issues Paper detailing the reform, when the budget is released this month.

The Heat Group buys OZK.O

AUSTRALIAN cosmetics company The Heat Group has bought OZK.O.

OZK.O makes eyewear available in Australian pharmacies and the sector was a priority for The Heat Group, md Gillian Franklin said.

The acquisition would create jobs, with the Heat Group currently reviewing where positions could be increased to deliver growth expected from the brand, including for sales representatives in some parts of the country, a spokesperson said.

AusPARs additions

THREE products have been added to TGA's AusPARs: Actelion's Opsumit (macitentan) for some forms of pulmonary arterial hypertension, Bayer's Xofigo (radium ²²³Ra) dichloride for certain prostate cancer patients and Lundbeck's Brintellix (vortioxetine hydrobromide) for major depressive disorder.

CLICK HERE for details.



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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

Rimmel Colour Rush Intense Colour Lip Balm

For a long lasting lip colour in a chubby pencil format, simply twist up, slick on and go with **Rimmel Colour Rush Intense Colour Lip Balm**. This stunning array of intensity brings the ultimate combination of colour and moisture for sexy, just-kissed lips. Now available in six sexy shades: candy pink Give Me a Cuddle, dusty rose pink Keep Mauving, fuchsia Rumour Has It, crimson The Redder The Better, coral On Fire and neutral Drive Me Nude.

Stockist: 1800 812 663

RRP: \$12.95

Website: www.au.rimmellondon.com



DISPENSARY CORNER

AT LAST - *that* formula!

It's not something that can be sold in a pharmacy and many of us find it elusive at times, but scientists at the University College London have got your back, having defined the formula to describe, predict or explain that most sought after experience, happiness.

According to *BBC Health News*, allowing for expectations, rewards and past outcomes, happiness can be predicted by the formula: Happiness (t) =

$$w_0 + w_1 \sum_{j=1}^t \gamma^{t-j} CR_j + w_2 \sum_{j=1}^t \gamma^{t-j} EV_j + w_3 \sum_{j=1}^t \gamma^{t-j} RPE_j$$

Performance in risk-reward situations and brain scans could help in predictive assessment of happiness, said the researchers, publishing their work in *PNAS* - **CLICK HERE** to access.

GOLD medal in Lazy.

If you're having a busy day at the pharmacy tomorrow, you might be pleased to know you'd be disqualified from the Second International Lazy Olympics.

Held in Montenegro under an oak tree, the only event (which we've dubbed The Laze) involved lying down under the tree, *Croatian Times* reported, and anyone seen to be exerting too much effort would be disqualified with the winner being whoever continued to be laziest for the longest; appropriately, organisers have reportedly said they couldn't be bothered advertising the event or creating a rule book.

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Gradual Tan from Marie Claire - look great every day

Gradual Tan is an everyday triple action self-tanning moisturiser. Suitable for all skin types, Gradual Tan acts as a self-tanner, tan extender and moisturiser all in one, allowing you to build or prolong your tan gradually and easily. Infused with the highly nourishing and antioxidant properties of Green Tea Extract, this skin-glowing moisturiser delivers a natural golden glow plus helps to improve and even out skin tone, hide cellulite, stretch marks and spider veins. Use it with ModelCo's Supertan, Tan Airbrush in a Can or Tan Mousse to intensify or extend the life of your tan or simply use Gradual Tan on its own for a natural, sun-kissed glow all year round.

Stockist: 02 8354 6700

RRP: \$14.95

Website: www.modelcocosmetics.com



Sharon Lee Signature Tweezer Capsule

Sharon-Lee Hamilton Clarke is Australia's leading eyebrow artist and founder of Sharon-Lee Inc. She's been shaping brows for over 20 years and is obsessed by them. This gold-plated tweezer set contains both slanted tweezers and male/female clamp tweezers for plucking precision. The slanted tweezers are for those short, coarse and in-grown hairs, while the clamp tweezer is perfect for fine and fair hair as well as those with poor eyesight. Encased in a sleek black capsule and featuring Swarovski crystal trim, the **Sharon Lee Signature Tweezer Capsule** set is a must-have.

Stockist: 1300 769 011

RRP: \$120

Website: www.sharonleeinc.com



Fatlash eyelash volumiser by ModelCo

ModelCo Fatlash is an ultra-volumising and lengthening mascara that makes lashes fuller and thicker. The weightless, smudge-proof formula contains cellulose micro beads and two film formers for optimum length and volume. The unique formula does not dry over time, won't flake or clump and for comfort and peace of mind is dermatologically tested to be suitable for sensitive skins. In addition, ModelCo Fatlash eyelash ultra-volumiser with its special combination of colour depth and resilience brings an outstanding high-impact richness to every lash while highlighting your natural depth of eye intensity and beauty. The product presents in a stunning iridescent pink passion case with lengthening brush.

Stockists: 02 8354 6700

RRP: \$20

Website: www.modelcocosmetics.com