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Guild campaign

THE Pharmacy Guild of Australia will launch an advertising campaign called 'Discover more. Ask your pharmacist' in late October.

The campaign aimed to increase community knowledge of what services pharmacists provided beyond the traditional dispensing role, the Guild said.

The campaign would be funded by the Guild with support from the community pharmacy industry.

Materials for display in pharmacies would be available to order and customise online; member pharmacies would be given basic materials free of charge, with additional customised materials available to buy, a Guild spokesperson said.

The campaign, developed with ad agency Jack Watts Currie, would include television and online advertisements, and a new website and Facebook page, the Guild said.

The spokesperson said there was no final budget released but it was the biggest consumer campaign in more than seven years and was a "significant spend".

New clinical trials portal

THE Department of Industry is looking to develop a new interactive portal for clinical trials, to increase patient participation.

In a request for tender, the Department said the portal would enable greater participation and engagement with clinical trials and boost Australia's competitiveness in the space.

It would expand on the current capabilities of the australianclinicaltrials.gov.au website, hosted by the National Health and Medical Research Council (NHMRC).

NHMRC said it would not submit for the tender, but it was likely that it would host the new portal.

"At this time, there is no indication that NHMRC will be involved in the tender process."

The process was part of the ongoing reformation of the clinical trials sector based on the recommendations in the Clinical Trials Action Group Report released in March 2011, the Department said, and followed a feasibility study which said a portal could

provide "substantial" opportunities for better patient recruitment by providing the ability to register interest for key patient groups and clinicians, as well as aligning information systems to streamline administration processes.

The tender sought a portal with links to registries and databases, as well as clinical trial information, that was searchable for clinical trials related to a particular condition, the Department said.

The ability to get aggregated metrics of the clinical trials sector for decision makers should also be investigated, it said.

The contract was expected to finish by 30 Jun 2016.

The tender closes on 12 Sep.

CLICK HERE to submit.

Hair it is at last

ALOPECIA areata (AA) is a common autoimmune disease resulting from damage of the hair follicle by T cells, resulting in hair loss.

In a new study out of Columbia University, New York and published in *Nature Medicine*, patients treated with oral ruxolitinib, an inhibitor of janus kinase (JAK1 and JAK2), achieved near-complete hair regrowth within five months of treatment.

Ruxolitinib is marketed in Australia by Novartis as Jakavi, is not approved for AA treatment but is indicated for the treatment of certain types of myelobrosis under specific conditions.

To read the study **CLICK HERE**.

Grow your OTC profit

APOTEX is reminding pharmacists to grow their anti-fungal nail category and OTC profit with Aporyl (amorolfine 5% w/v as the hydrochloride).

See details of the bonus stock offer with free point of sale materials and product training on **page four**.

UTS Innovative PotY

ENTRIES for the University of Technology, Sydney's (UTS) Innovative Pharmacist of the Year competition are now open.

Sponsored by pharmaceutical company AstraZeneca, it looked for "intellectually rigorous" pharmacy programs that delivered novel solutions for the industry, profession or community, UTS said.

The award includes \$5,000 towards professional development. **CLICK HERE** to register.

Win a Fabulicious Nail Pack

This week **PD** is giving five readers the chance to win a Fabulicious nail pack.



Fabulicious is a range of professional, salon-quality nail treatments and products, designed for the girl who likes to look fabulous all the time. The range covers all sorts of nail related beauty challenges. All products are made in Australia, free of any nasties and not tested on animals.

To win, be first to send in the correct answer to:

comp@pharmacydaily.com.au

How many vitamins are in "Miracle Nail"?

Congratulations to yesterday's winner **Joanne Quin** from **Pharmacy Choice**.

Maternal death rates

MATERNAL death rates in Australia remain low but some groups are at greater risk, a new report from the Australian Institute of Health and Welfare has found.

There were 99 maternal deaths in Australia from 2006-2010 but Indigenous women were about three times as likely to die as non-Indigenous women, it found.

CLICK HERE to read the report.



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Superbug attack win

SCIENTISTS at the School of Pharmacy at Queen's University in Belfast have developed what they are calling the first antibacterial gel that acts to kill *Pseudomonas aeruginosa*, *Staphylococci* and *Escherichia coli* using natural proteins.

The gels were able to break down the thick jelly-like coating, known as biofilms, which covered bacteria and made them highly resistant to current therapies, while leaving healthy cells unaffected, the research said.

Dr Garry Laverty, from the School of Pharmacy at Queen's University, and lead researcher, said that bacteria could attach to surfaces such as implants like hip replacements, forming an impenetrable biofilm over the prosthesis and preventing antibiotics from accessing them, meaning bacteria within the layer were resistant.

"Our gels are unique as they target and kill the most resistant forms of hospital superbugs."

NPS goes bilingual

NPS MedicineWise has been preparing for its first bilingual Pharmacist Hour which will be held in Arabic later this month.

Pharmacist Hour is a program which encourages consumers to ask questions about medicines on NPS MedicineWise's Facebook page.

Questions are answered by a pharmacist who is a member of the NPS Medicines Line team.

The Arabic-language Pharmacist Hour will be held on 28 Aug from 3 to 4pm AEST.

Sarah Spagnardi, pharmacist and manager of NPS Medicines Line, said that Pharmacist Hour is an easy way for consumers to have their medicines questions answered by the pharmacists who staff NPS Medicines Line.

"This will be the first bilingual Pharmacist Hour in which consumers can ask questions and receive responses in Arabic – all on our Facebook page."

The program had a following of 45,000 people, NPS MedicineWise said.

Unintended outcome

NEW data out of the latest Research Australia opinion poll found that four out of every 10 people and organisations who donate regularly to health and medical research have said they are less likely to do so if the GP co-payment to fund Medical Research Future Fund goes ahead.

The poll surveyed 1,000 Australians with the summary of results coinciding with Research Australia's annual Philanthropy for Health & Medical Research Conference taking place yesterday in Melbourne.

"While the Medical Research Future Fund is a must, regardless of the funding model implemented, Australians need to be aware that it will take almost a decade before the fund injects approximately \$1b each year into local health and medical research," said Research Australia CEO Elizabeth Foley.

With only 40% of research projects covered by the Fund, philanthropic contributions would continue to be critical, she said.

Fake drugs halted

UNAPPROVED 'herbal viagra' which was actually tadalafil, not sildenafil, and the withdrawn slimming medicine sibutramine, both at four times the recommended dose, has placed a London resident in prison for 16 weeks as a result of his repeated attempts to import and sell the product.

MEANWHILE the US Food and Drug Administration (FDA) has arrested Sabahaddin Akman, owner of the Istanbul firm Ozay Pharmaceuticals for smuggling misbranded and adulterated cancer treatment drugs into the US.

Akman pleaded guilty and the US District Court for the Eastern District of Missouri found that the drugs did not meet the FDA's standards and had not been approved for distribution.

The FDA's Office of Criminal Investigations coordinated an international investigation that identified Akman and his company as a source of Altuzan, the Turkish version of the drug Avastin.



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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



PapayaGold - the new paw paw ointment you really need

There is something new in the paw paw market: **PapayaGold**. This product is revolutionising the market. PapayaGold paw paw ointment with bioactive Manuka honey 20+ is the must-have product to sooth, relieve and moisturise the skin because it is the only paw paw that contains therapeutic levels of Manuka honey, known worldwide for its medicinal applications, the company said. Not all Manuka honeys have therapeutic properties; only honeys with a bioactive rating of 16 and above are classified as therapeutic. This unique ointment is fragrance free and has no parabens or sulphates.

Stockist: 02 9756 1037

RRP: \$4.95

Website: www.cocoisland.net.au

CareDent launches the exclusive Pink Ribbon Toothbrush

CareDent has launched the exclusive **Pink Ribbon toothbrush** to show its support as an official partner of Cancer Council Australia. The toothbrush is available in both blue and pink and 15% of all sales go directly to the Australian Cancer Council. The Pink Ribbon toothbrush comes with an elegant, clear crystal handle with a TPE ribbon design. The small compact design and high quality, soft bristles offer superior protection for tooth enamel and gums. Based in Sydney, CareDent is an established oral health care company, launched more than 22 years ago and has provided an extensive, innovative and essential range of oral care products to Australians 'who care for their smile'.

Stockist: 1800 369 273

RRP: \$4.95

Website: www.doward.com.au



Milky Foot to keep feet looking well-groomed

Spring is fast approaching, which means layers are coming off and rubber thongs are coming out, making **Milky Foot Intense Exfoliation Large Foot Pads** every guy's saviour for the new season. Milky Foot's formulation uses almond milk (mandelic acid) to help fast-track treatment time. In just 45 to 60 minutes, feet will start to feel the softening benefits of the salicylic acid-free formulation that's especially tailored for sensitive skin - now in both regular and large sizes.

Stockist: 1300 790 978

RRP: \$29.95

Website: www.milkyfoot.com.au

Batiste Dry Shampoo and XXL Plumping Powder

Batiste Mamba Dry Shampoo is a dry shampoo that revitalises greasy, dull hair. Hair is left fresh and clean with added body, texture and volume. The Mamba fragrance features oriental, fruity floral, citrus notes. It is sassy and striking.

Batiste XXL Plumping Powder is a powder that amplifies roots to give them maximum volume that can be reworked throughout the day. The powder increases volume.

Stockists: 02 8978 7878

RRP: \$9.95 each

Website: www.batistehair.com.au



DISPENSARY CORNER



IS YOUR pharmacy in an elevated location?

Then we have just the cleaning team for you.

One of London's most famous landmarks, Big Ben, at the pinnacle of Elizabeth Tower at the northern end of the Palace of Westminster, was given its annual clean this week with the clock hands frozen at 12:00 as four cleaners scaled the clock face.

Abseiler Paul Harrison told the *UK Telegraph*, "It's one of the pinnacles for any abseiler to be cleaning such a famous structure."

It takes about a day for the team to clean the four faces of one of the world's most recognisable British landmarks.

TO BE sure, to be sure . . .

If you think pharmacy is cursed with too much paperwork, spare a thought for this couple who inflicted upon themselves a ton of paperwork to marry 66 times in more than 30 countries.

The couple, from Didsbury, Manchester, told the *Daily Mail* they have "married" aboard a million-dollar yacht, at a Texan ranch and experienced many traditional ceremonies, including a topless Embera tribe wedding in Panama.

Other ceremonies included a vampire wedding in Los Angeles, one involving a shaman, a Zulu chief, pastors, vicars, rabbis and even a voodoo priestess, reported the English paper.

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1. Apotex Pty Ltd, Data on file. 2. Apotex Pty Ltd, Aporyl Consumer Medicine Information, December 2012. 3. A. Menarini Australia Pty Ltd, Rejuvenail Instructions for use, Rejuvenail website. <http://www.rejuvenail.com.au/about-rejuvenail>; Accessed May 01 2014.

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