

## Birth rate growing

**AUSTRALIA'S** birth rate has turned the corner with an increase for the first time in five years, according to a report released by the Australian Institute of Health and Welfare (AIHW).

The report shows that 307,474 women gave birth to 312,153 babies in 2012, a 3.4% increase from 2011 and a 21.5% increase since 2003, with the average age of mothers increasing from 29.5 years in 2003 to 30.1 years in 2012.

Smoking during pregnancy was reported by 12.5% of all mothers in 2012 and in almost 35% of teenage mothers, the report said.

Overall 6% of liveborn babies were of low birthweight (less than 2,500 grams) but this number doubled (12%) among mothers who smoked during pregnancy.

**CLICK HERE** for the full report.

## Sunscreen label fail

**SOME** sunscreen products marketed in Australia and New Zealand are not living up to their sun protection factor (SPF) labelling *Consumer* magazine has reported.

Seven of the 12 products tested did not meet the SPF claim on their label, the magazine said.

However most manufacturers had been able to supply test evidence that the product met its SPF label claim, it said.

**CLICK HERE** for the report and test results.

## 87% pharmacies use eRx

**ERX** Script Exchange said 87% of pharmacies are now using the service, with 80% of all prescriptions dispensed electronically.

In its national progress report, the company said 4,628 pharmacies used eRx Script Exchange, 87% of total pharmacies based on Guild 2013 figures, and 72% (18,908) of doctors.

This compares with 4,300 pharmacies and 15,500 GPs in February (*PD* 10 Feb).

Eighty per cent of all community pharmacy prescriptions were dispensed with the support of eRx, with 229m e-prescriptions dispensed in 2014, eRx Script Exchange said.

Figures from 2013 showed a total

of 262.9m scripts were dispensed, including 197.0m Pharmaceutical Benefit Scheme scripts.

Fred IT Group ceo Paul Naismith said patient safety was improved as a result of medication information being provided electronically by the GP, rather than being re-typed by pharmacists.

He said the report highlighted a successful partnership between government, health practitioners, industry bodies and IT in the roll out of e-prescriptions.

**CLICK HERE** to access the report.

## Wood new GMiA ceo

**BELINDA** Wood has been confirmed as the new Generic Medicines Industry Association (GMiA) ceo.

Wood previously held the role of GMiA policy director and was most recently acting ceo.

## Immunoglobulin call for tenderers

**THE** National Blood Authority is calling for tenders to supply imported IVIg and SCIG products, with current contracts expiring 31 Dec 2015.

**CLICK HERE** for full details.

## RGH E-Bulletin

**THE** E-Bulletin this week addresses the role of neprilysin enzyme in the body and the action of neprilysin inhibitors in treating heart failure.

**CLICK HERE** to access it.

## IF YOUR CUSTOMERS ARE TAKING A COURSE OF ANTIBIOTICS

a probiotic such as Inner Health Plus may assist in maintaining the balance of good bacteria.

## INNER HEALTH PLUS

Always read the label. Use only as directed.



## CMA: homeopathy report 'flawed'

**COMPLEMENTARY** Medicines Australia (CMA) has said the National Health and Medical Research Council (NHMRC) review of homeopathy's (*PD* 11 Apr) methodology was flawed.

CMA ceo Carl Gibson said there were five flaws identified, including that no adequate explanation of why randomised controlled trials (RCTs) were excluded was provided and selective research when it came to databases searched.

Gibson said papers released under Freedom of Information showed the NHMRC had not appointed a homeopathic expert to the panel, had excluded non-English studies and had ignored two out of three experts who expressed "numerous concerns" over the methodology and selective use of data, so no valid conclusions could be drawn.

An NHMRC spokesperson said a full review of RCTs would not have been feasible given the volume of conditions, but instead an overview of available systematic reviews (SRs) was used to identify evidence, which served as a window into RCTs and were considered the highest level of evidence.

Databases searched included EMBASE.com, the Cochrane Library, PubMed and Medline, and of the 176 primary studies identified by SRs, 62 were originally published in a language other than English.

HTA committees typically included experts in research methods and technical fields who need not be experts in the branch of medicine concerned, the spokesperson said.

## Win with Milky Foot

This week **Pharmacy Daily** and **Milky Foot** are giving readers the chance to win a Milky Foot prize.

Milky Foot Intense Exfoliation Foot Pads are the essential beauty treatment for gorgeous summer-ready soft feet. The warm weather kicks off the party season and if you want to kick up your heels, you'll no doubt want to step out in confidence in those gorgeous cute sandals or strappy heels. Milky Foot's treatment only takes 45-60 mins and its peeling effect takes place from about three to five days after first application and is usually complete in seven to 10 days. For more info and to see TVC: [www.milkyfoot.com.au](http://www.milkyfoot.com.au) or [www.facebook.com/milkyfoot](http://www.facebook.com/milkyfoot).

To win, be the first person from **WA** to send the correct answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What sizes is Milky Foot available in?

Congratulations to yesterday's winner, **Deborah Scholz** from the **Pharmacy Guild of Australia**.



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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)

### EcoTan Untinted Natural Coconut SPF30 Sunscreen

Created for comfort, this lightweight, non-greasy, anti-ageing formula is absolutely perfect for face and body. The all-new **EcoTan Untinted Natural Coconut Sunscreen** is made with the same great blend of natural ingredients, minus the tint. It contains no synthetics, no GMOs, is three-hour water resistant and provides SPF 30 protection in an anti-ageing formula. Wonderful for the beach bag, or the perfect size for you to carry anywhere with you, this new product is fit for the entire family, the company says.

**Stockist:** 1300 596 118

**RRP:** \$29.95

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



### Avene Deluxe Essentials Gift Set

The **Avene Deluxe Essentials Gift Set** is a limited edition Christmas gift pack. It contains the Micellar Cleanser 200ml, Thermal Spring Water Collector's Edition 50ml, Soothing Eye Contour Cream 10ml, Cold Cream Hand Cream 50ml, Ystheal Emulsion 5ml, Ystheal Cream 5ml, Eluage Firming Gel Sample 2ml and Avene Toiletry Bag.

**Stockist:** 02 8220 4600

**RRP:** \$62.95

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



### Benefit Sexy Scrumptious Christmas Pack

**Benefit Sexy Scrumptious** is a limited edition Christmas pack containing a total face make-up kit. The set is made up of products such as CORALista, mini mascara 4 gm, high beam mini, posietint 2.5ml, ultra plush lip gloss mini in fauxmance. It also features an eyeshadow palette in a variety of sexy shades.

**Stockist:** 02 9555 9994

**RRP:** \$79.00

**Website:** [www.benefitcosmetics.com](http://www.benefitcosmetics.com)



### Natio Harmonious Body Pack

Designed to cover your body's every pampering need, the **Natio Harmonious Body Pack** contains all your favourite soft, smooth Natio skin soothing and cleaning products. This comprehensive pack includes body soap 125 mg, hand wash 250 ml, hand cream 90 gm, body butter 210 gm, sea salt scrub 210 gm and body wash 250ml all beautifully presented in your own Natio keepsake box.

**Stockist:** 03 9415 9911

**RRP:** \$49.95

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



## DISPENSARY CORNER

**PATIENT** needs wind movement.

If you rely on Google for translating instructions to patients you will want to read this paper, published in the tongue-in-cheek Christmas version of the *BMJ* and looking at 10 common medical phrases translated by Google Translate into 26 languages.

The results showed that only 57.7% were correct with some real clangers in the incorrect list.

For example, "Your wife needs to be ventilated" in Bengali translated to "Your wife wind movement needed" and "Your husband had a cardiac arrest" became "Your husband had an imprisonment of the heart" in Marathi.

To read other "translations", **CLICK HERE**.

**THAT'S** a travesty.

We do hope you're taking a break from the pharmacy over Christmas, enough to enjoy, at the very least, the traditional orgy of food that is Christmas dinner.

Because apparently, a study has found that Christmas traditions are dying out due to people's busy lives, including the travesty of a statistic that 16% of those surveyed will have take aways rather than the traditional Christmas roast.

Just under 70% reported they would be too busy shopping to enjoy traditional Xmas activities.

Granted, the study was conducted in the UK, so for an Australian context, read 16% will skip the barbecue and 68% will be too busy shopping to head to the beach, but considering the most commonly put off festive event in favour of shopping or preparing food was visiting faraway relatives, we're slightly worried a very commercial Grinch has been in town.

**CLICK HERE** to read more.