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Real men deodorise

ROY Morgan research has found that 85% of Australian women and 76% of men over the age of 14 said they usually used deodorant, but that both were down 4% since 2009.

Across the five years to Sep 2013, the research revealed that men preferred to use spray deodorant as opposed to roll-on, with 43% using Aerosol to 32% of women, while 49% of women used roll on compared with 27% of men.

Metformin safety

A NEW article looked into whether adhering to the contraindications to the use of metformin could deny to some a drug which was a first-line therapy for many type 2 diabetes patients.

'Safe prescribing of metformin in diabetes' published in the *Australian Prescriber*, found that metformin could be continued despite contraindications if the dose was reduced in appropriate patients and stopped at the time of acute illness.

To read the article, **CLICK HERE**.

Govt urged to save PBS

MEDICINES Australia (MA) has submitted its pre-Budget Submission, calling on the government to save the Pharmaceutical Benefits Scheme (PBS) with stable policies supporting the medicines industry.

The submission has six recommendations, including a commitment not to introduce new PBS savings measures in the Budget, a demonstration of ongoing commitment to the PBS and the re-establishment of a predictable environment for the industry through a commitment to PBS policy certainty and the use of PBS savings to fund the listing of new medicines.

Medicines Australia ceo Dr Brendan Shaw said the PBS reforms in 2007, 2010 and last year had secured an enduring savings mechanism through price disclosure.

"The work has been done."

The cost of PBS was falling as a result of the government and the industry working together on the reforms, which had delivered up to

\$18b in savings, Dr Shaw said.

These savings should be used to fund new treatments, to get new medicines listed on the PBS and provided to Australian patients in a timely manner, Dr Shaw said.

"Despite the challenges we have faced and the losses incurred, Medicines Australia believes that a stable policy framework between government and the industry is the best way to ensure the future viability of the PBS.

"There's a real opportunity here for the Australian medicines industry to help build manufacturing and R&D in Australia if we can get predictable, supportive policies in place in areas like PBS policy, innovation and intellectual property."

To read the submission, **CLICK HERE**.

New PSWA director

THE Pharmaceutical Society of Western Australia (PSWA) has announced the appointment of their new Branch Director, Darren Roxburgh, taking over from the former PSWA Executive Officer, Mike Garlepp.

Roxburgh joined PSA on 06 Jan after fulfilling the role of State General Manager for the Institute of Public Accountants and has had extensive experience in managing membership organisations.

Harvey quits La Trobe

Adjunct associate professor of public health at La Trobe University Ken Harvey has resigned over the institution's \$15m deal with Swisse to form a complementary health research centre (**PD** 04 Feb).

Harvey said in his letter of resignation that he was concerned about conflicts of interest for the proposed centre and the staff involved, the *Age* reported.

Harvey claimed research paid for by the industry was more likely to report positive results, and that Swisse was known for prioritising marketing of its products over scientific assessment, the publication said.

A Swisse spokesman said this was an issue between Dr Harvey and the university, and that the centre was what the industry needed and the project was a "fantastic" idea.

La Trobe media and communications acting director Tim Mitchell said the university recognised there were challenges with such partnerships but it was seeking multiple commercial partners and that these collaborations would only go ahead on the basis that research would be conducted at arm's length from the partners.

All data would be published in peer-reviewed journals, regardless of results and the project would answer questions that consumers wanted to know, he said.

WIN A derma e PACK

Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a **derma e** pack, valued at \$43.90 each.

Known as the "Skin Vitamin", Vitamin E is peerless at rehydrating and nourishing even the driest, most severely cracked skin. **derma e** uses potent amounts of high quality Vitamin E in its Vitamin E Moisturising Crème and Skin Oil. The Skin Oil is fantastic for scars, stretch marks and ageing skin. Both products can be used on the face and body.

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Congratulations to yesterday's lucky winner, **Claire Bilston** from **PBS Services Pty Ltd**.

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Blooms Health Prod

AUSTRALIAN owned health supplement brand Blooms Health Products is emphasising its difference with an advertising campaign.

Begun last year, the ad campaign clarifies that Blooms Health Products has no connection with any pharmacy group, but instead is a health supplement brand that has been around since 1947.

To view the video campaign, **CLICK HERE.**

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.



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Why not take the kids and spend 7 nights at the 4.5-star **Shangri-La's Fijian Resort & Spa!** Packages include flights, seven nights accommodation, breakfast daily, return transfers, and a free round of putt-putt golf.

Plus, kids stay, play and eat free! Adults from \$1239, children from \$195.

See www.travelonsale.com for more details and offers.

TBN enjoys rapid growth



TOTAL Beauty Network (TBN), still a non-supermarket brand, has just wrapped its Melbourne based bi-annual Sales and Marketing conference celebrating a strong growth profile through 2013.

Held in January and June each year, the conference includes over 50 employees from the TBN head office, sales reps, and the NSW and Queensland sales agencies.

After being listed on BRW's Fast 100 List, the company has already doubled in size with five new employees attending the conference last week.

The focus of the January conference was covering all the first half promotions for Designer Brands (DB) and COLOUR by TBN, including the Outrageously Fabulous promotion that features the new Designer Brands Outrageous Volume Mascara.

This was also TBN's first conference after their recent

acquisition of Australian organic cosmetics company INIKA.

In 2014, Designer Brands Cosmetics will also feature heavily in the media again with an extended national television campaign and media advertising.

DB is the only Australian value cosmetics company that is television advertised.

The intention is to continue to drive customers into pharmacies, providing them with key launches such as the new DB Beauty School Online Training Program and strategic Local Area Marketing programs.

The enthusiastic TBN sales and marketing teams at their conference are **pictured** above.

NIH, industry fight AD

THE National Institutes of Health (NIH), 10 biopharmaceutical companies and several nonprofit organisations have joined forces to speed up validation of disease targets.

The Accelerating Medicines Partnership (AMP) will distinguish biological disease targets most likely to respond to new therapies and characterise biomarkers.

The AMP partners, who include GlaxoSmithKline, Pfizer and Sanofi, will invest more than US\$230m over five years in the first projects, focusing on Alzheimer's Disease and type 2 diabetes among others.

NIH said a critical element of the partnership was the agreement that data and analyses would be made publicly available to the biomedical community.

Close the Gap Day

THE Pharmacy Guild of Australia (PGA) is encouraging community pharmacies to sign up for Close the Gap Day.

Held on Mar 20, the campaign supports Indigenous health equality and the PGA said participating was an excellent way to demonstrate support for this crucial issue, with involvement as simple as displaying posters or partnering with a local Aboriginal Health Service to run a session on medication management for local community members.

To register your pharmacy, **CLICK HERE.**

NPS MedicineList+ app

NPS MedicineWise has a new app to help patients learn about and manage their medication.

The app also records health information including measurement and test results.

The free app, called *MedicineList+*, is available for Android and Apple devices.

NPS clinical advisor Dr Philippa Binns is encouraging pharmacists to recommend it to patients, particularly those who use three or more prescription, over-the-counter or complementary medicines per day.

NPS said medicines list data was stored locally on the app, with no data shared with NPS MedicineWise or publicly.

DISPENSARY CORNER

HERE'S a tip.

If you travelled to the US for your holidays, you may have grappled with remembering to tip your wait staff, but one woman in Illinois didn't have any such problems, handing over US\$5,000 checks to three waitresses at the Boone County Family Restaurant, the *Rockford Register Star* reported.

One of the waitresses, Amy Sabani, said she was told to use the money for school and "everything else", and said she could now afford to finish her associate degree in criminal justice, the publication reported.

OLD hat.

We're not sure if this would even make the news in Australia - a six foot long crocodile is apparently on the loose in Bristol.

That's Bristol, in the UK.

A bus driver claimed to have seen the crocodile under a bridge, with a second sighting on Tuesday but police said it couldn't be found, the *Telegraph* reported.

Bristol Zoo did not have any animals missing. An employee said it was unlikely a crocodile was loose due to cold temperatures, the publication said.