

CUSTOMER LOYALTY



“eRx Express creates loyalty with customers helping them return to us rather than have scripts dispensed elsewhere”

Steve Speirs – Exhibition Pharmacy

DDT Alzheimer's link

A **STUDY** has suggested that the pesticide DDT could increase the chances of developing Alzheimer's disease.

Published in *JAMA Neurology*, 'Elevated Serum Pesticide Levels and Risk for Alzheimer Disease' found that people with Alzheimer's had 3.8 times higher levels of DDE (the metabolite of DDT) vs controls. "Elevated serum DDE levels are associated with an increased risk for AD."

However the *BBC* reported that the picture was not clear cut with some healthy people having high levels of DDE and some with Alzheimer's having low levels.

To read the *JAMA Neurology* abstract [CLICK HERE](#).

Geriatric syndromes

THIS week's edition of the Repatriation General Hospital (RGH) Pharmacy E-Bulletin takes a look at medication-related geriatric syndromes.

It outlines how drug treatment could both contribute to, and be part of the management of, geriatric syndromes, and stresses the need for doctors, pharmacists and nurses to work cooperatively.

To read more, [CLICK HERE](#).

Petition for PBS Fampyra

CARER Brenda Fisher has collected more than 10,000 signatures supporting Fampyra (fampridine) to be included on the Pharmaceutical Benefits Scheme.

Fampyra is a treatment for mobility impairment for people with Multiple Sclerosis (MS) and will be considered by the Pharmaceutical Benefits Advisory Committee (PBAC) in March.

Fisher, whose husband was diagnosed with MS, will present the petition today to Victorian Senator Scott Ryan, who has offered to table the petition, started a year ago, in Federal Parliament.

MS Australia ceo Debra Cerasa said there was clear evidence linking mobility among MS patients and quality of life.

Cerasa said MS Australia supported the inclusion of more treatments on the PBS.

"The fact is, MS is a complex disease.

"No two cases are ever the same and that's why people with MS need subsidised treatments, so they have choice and flexibility to find the treatment option that is right for them."

The PBAC rejected the Fampyra submission for subsidisation in

Nov 2012 on the basis of unclear evidence of clinical benefit and that the economic analysis did not provide sufficient basis to conclude that treatment with fampridine was cost-effective.

To read more, [CLICK HERE](#).

Stroke breakthrough

RESEARCHERS at Monash Faculty of Biomedical and Psychological Sciences studying the oestrogen receptor GPER found that blocking it in males up to four hours after a stroke could alleviate symptoms, while triggering it in older women could protect from the effects.

Monash said it was the first time a drug with this potential in a gender-specific manner had been found and was considered "a significant breakthrough in stroke research."

The results were published in *Stroke*.

Associate professor Chris Sobey said it was conceivable that a post-menopausal woman presenting with a stroke would be treated by stimulating the receptor through a target drug while a similarly aged man would receive a GPER blocker.

To read more, [CLICK HERE](#).

Heart Foundation ceo

THE National Heart Foundation of Australia has appointed Ms Mary Barry as its new national chief executive officer, effective as of yesterday.

Formerly chief of the Victorian State Emergency Service (SES), Barry takes over from Dr Lyn Roberts, who retired from the foundation after 12 years as head.

Heart Foundation national president associate professor Peter Sexton said the organisation would benefit greatly from Barry's experience.

It's all about...

MeMeMe

Every day this week **PD** and **MeMeMe Cosmetics** are giving away Arch Angel brow kit and Lash Attack Mascara.

Beauty has a new obsession...

British boutique brand MeMeMe cosmetics' award winning

Arch Angel is your ultimate secret weapon for bang on trend brows. Teamed with MeMeMe Lash Attack Mascara, this duo gives you all you need to set yourself apart from the crowd.

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

comp@pharmacydaily.com.au.

Are MeMeMe products tested on animals?

Congratulations to yesterday's lucky winner, **Rowena Dixon** of **Flinders Medical Centre**.

Beautiful products for you to
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Chicken pox vax short

GLAXOSMITHKLINE (GSK) has warned that a global manufacturing issue has meant a temporary disruption in supplies of the chicken pox prevention medicines Varilrix and Priorix-Tetra.

GSK said it was working closely with relevant State and Federal governments to manage existing supplies.

GSK expected shipments to begin again at the end of the first quarter, *Reuters* reported.

For more, [CLICK HERE](#).



for kids immunity

Inner Health Immune Booster for Kids may help reduce the frequency and severity of cold symptoms, such as runny noses and coughs, and reduce the days away from childcare and school.

www.innerhealth.com.au



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

LOVE LAVENDER – Lavender Oil, Water Soluble 100ml

Love Lavender has made using Lavender oil even easier with a bath and spa friendly water soluble solution that helps the oil to dissolve beautifully in water. This pleasant bath solution is gentle enough for even the most sensitive skins and perfect for babies and young children. It will not clog spa jets and creates a sensational effervescence when the spa is turned on. As a bonus, this product can be used as an eco friendly household cleaning product.

Stockists: 03 8587 4600

RRP: \$19.95

Website: www.freespiritgroup.com.au



Mater Mothers maternity and baby care products - the caring continues



Maternity and baby care products from Australia's largest maternity service, Mater Mothers' Hospitals, are now available nationally. These products: **Mater Baby Wash**, **Mater Baby Moisturiser** and **Mater Body Balm** for pregnancy have been developed by Mater Midwives + Mums specifically for newborn babies and mums. The range will soon expand with the addition of products for the change table, including Mater Nappies for newborns to toddlers. Proceeds from Mater products support Mater Little Miracles to help fund specialist life-saving care for seriously ill and premature babies at Mater.

Stockist: 1300 162 837

RRP: \$13.99 - \$14.99

Website: www.matermothers.org.au

Prada Luna Rossa Extreme Eau de Parfum

One year after its successful launch, Prada Luna Rossa comes back under the spotlight with a more intense and energetic version: **Prada Luna Rossa Extreme**. This new concentration takes us to the America's Cup competition world, a race in which man and technology battle it out in an arena conditioned by nature's forces. The spirit of Luna Rossa is re-explored in a sporty, dynamic universe full of adrenaline and an explosion of fierce masculinity with a strong & sexy twist.

Stockist: 02 9663 4377

RRP: \$101 for 50 ml; \$138 for 100ml

Website: www.prada.com



Limited Edition Enlightenment Eye & Cheek Palette - Spring Renaissance

It's time to renew your spirit and ignite your bliss with Laura Mercier's latest Spring Renaissance collection. With shades that shimmer and shine and colours that cast a happy, youthful glow, this limited edition range is the perfect posy of pink to brighten your day. Infused with a sense of purity and innocence, the cheeks are adorned

with fresh pearly peaches and energetic corals. **The Limited Edition Enlightenment Eye & Cheek Palette** brings together the complimentary Angelic, Awakening, Blushing, Innocence, Grace and Pure Glow powders so you can customise your colour to suit your spirit.

Stockists: 02 9663 4377

RRP: \$59.00

Website: www.lauramercier.com



Cholera vax trial

THE Department of Health Office of the Gene Technology Regulator has invited comment on a genetically modified cholera vaccine clinical trial.

The regulator said it was assessing a licence application from PaxVax Australia Pty Ltd for the trial.

It would take place in Queensland, South Australia, Victoria and Western Australia, involving a maximum of 1000 volunteer adults and children, receiving an oral dose of the vaccine and if approved, was expected to finish within one year.

The regulator said it welcomed written submissions, which would be considered in finalising the Risk Assessment and Risk Management Plan, which would then inform the decision as to whether to issue the licence or not.

Submissions close on 06 Mar.

For more, [CLICK HERE](#).



DISPENSARY CORNER

#LiveSurgery.

A North Carolina orthopaedic surgeon has used Google Glass during surgery in India.

The wearable smart device, worn like glasses, was developed by search giant Google and Dr Selene G. Parekh conducted surgery while wearing the glasses, broadcasting live streaming video via the internet as he did.

The technology allowed for recording video without the disruption of a film crew in the operating room.

Orthopaedic medical device company Nextremity Solutions said it would be evaluating Google Glass' applications in surgeon training initiatives.

CLEVER girl.

If you've got money to burn, the velociraptor cage from the film Jurassic Park is up for sale on eBay for £60,000 (A\$113,480).

Sold by Theme Park Connection, the full size cage was featured in the opening scene of the movie and is billed as "one of the most recognisable props" of the movie.