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## Exercise for diversity

**EXERCISE** and high levels of dietary protein have a beneficial effect on the gut by boosting its bacterial diversity, new research shows.

Irish Researchers published in *Gut* found that professional athletes differed significantly from controls with respect to plasma creatine kinase (a marker of extreme exercise), and inflammatory and metabolic markers as well as having a higher diversity of gut microorganisms - [CLICK HERE](#).

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## Woolworths backpedals

**IN WHAT** looks like a fumbled series of embarrassing decisions, Woolworths now appears to have backed down on its intention to employ pharmacy students and 'graduating pharmacists' to conduct unsupervised in-store health checks.

The move had been soundly criticised by the Pharmacy Guild, PSA and the Australian Medical Association, with the health move undertaken alongside top-selling supermarket lines such as cigarettes and alcohol.

However Woolworths now says it will focus on employing nurses - despite the original advertisement on seek.com, placed by the firm XPO Brands which works for Woolworths, calling for pharmacy students and graduates to apply.

Guild executive director David Quilty said that Woolworths had acknowledged its "ownership" of the advertisement widely over the last 48 hours, "so it is a bit lame now to be trying to disown it".

However he said that Woolworths still doesn't get it.

"In pursuing some form of health service in their supermarket aisles - whether delivered by student pharmacists or nurses - they are flying in the face of the fact that they are a prime purveyor of cigarettes, products which are unambiguously deleterious to people's health," Quilty wrote in the latest edition of *Forefront*.

He said the "sorry affair" had highlighted the lack of any genuine commitment to healthcare on the part of Woolworths.

"The idea that young pharmacy students and graduates would be put at professional risk by Woolworths in a way that might mislead consumers was never worthy of support," Quilty added.

He also said it was a "shame"

that union group Professional Pharmacists Australia (**PP** yesterday) "would happily see student pharmacists compromised by working unsupervised, unqualified and untrained in a supermarket aisle".

**MEANWHILE** the Society of Hospital Pharmacists has also joined the debate, warning that pharmacy students and interns must be supervised.

SHPA president Professor Michael Dooley said that discussions of health issues with consumers - including in a supermarket aisle - "would be perceived by the general public as providing health advice.

"Providing advice without appropriate supervision or qualifications would be a breach of the registration requirements of a pharmacist," Dooley said.

## Snooze-it or loose-it

**SLEEP** deprivation has long been associated with negative health impacts such as workplace accidents and automobile accidents, obesity, high blood pressure, type 2 diabetes, depression, heart attacks and strokes according to the US Centers for Disease Control and Prevention (CDC).

*USA Today* has reported that CDC data show 28% of US adults sleep six hours or less per night, leading the organisation to describe insufficient sleep "a public health epidemic."

Sleep is now considered to be "one of the components of a three-legged stool of wellness: nutrition, exercise and sleep," says Safwan Badr, a past president of the American Academy of Sleep Medicine and a sleep expert with Detroit Medical Center and Wayne State University.

"The three are synergistic," he says, with mutually enhancing effect.

## New Bayer pill

**BAYER** yesterday announced the availability of Petibelle (ethinylloestradiol 30mcg/ drospirenone 3mg), a "new and further brand in the Yasmin family" of oral contraceptives.

Bayer said it was introducing the new brand to provide a further choice of contraception, while the original Yasmin brand also remains.

As with Yasmin, Petibelle is available as a private prescription in 1 x 28 tabs and 3 x 28 tab packs.

The release follows Bayer's recent court win against Generic Health/ Lupin Australia and Apotex (**TD** 23 Jun) in which their appeal against a former decision about patent infringement was dismissed.

Generic Health cannot resume supply of Isabelle in Australia until Feb 2023, and Bayer can also recover monetary compensation from Generic Health and Lupin.

## Tassie masters

**THE** University of Tasmania is launching two new Professional Honours Courses: Honours in Pharmacy Practice is available for current pharmacy interns and Honours in Clinical Practice suited to registered pharmacists.

Both programs are offered HECS and FEES free (under conditions) and can be undertaken fully online, "accessible for study anywhere in Australia."

The Pharmacy Practice course supports interns, provides assistance through registration exams and opens the door to a Masters while the Clinical Pharmacy program "will equip pharmacists with advanced knowledge in pharmacotherapeutics to encourage evidence based application in both community and clinical practice."

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Pharmacy Accredited A143FMRC1 This course has been accredited for 28 group 2 CPD credits and 10 group 1 CPD credits for inclusion on a pharmacist's CPD Record. Participants can convert the 10 group 1 CPD credits into 20 group 2 CPD credits by completing an optional assessment within 3 months.

## Roche Seragon buy

**ROCHE** offshoot Genentech has announced the US\$1.7 billion acquisition of Seragon Pharmaceuticals, with the move said to boost Roche's pipeline of potential cancer treatments.

Seragon has a portfolio of experimental Oral Selective Oestrogen Receptor Degradors (SERDs) which target the treatment of hormone receptor-positive breast cancer.

Genentech will pay an initial \$725m in cash plus further milestone payments of up to \$1b.

Seragon was founded last year as a spin-off of Aragon Pharmaceuticals.

## MA submits 18th Code

**MEDICINES** Australia yesterday applied for authorisation of the 18th Edition of its Code of Conduct to the Australian Competition and Consumer Commission (ACCC).

Edition 18 was adopted unanimously by MA members on 17 June, with the organisation saying it will "enhance greatly the existing public benefits that flow from the Code."

The new version introduces a new transparency regime which requires member companies to report on "certain transfers of value made to individual healthcare professionals," identifying those doctors, nurse practitioners or pharmacists by name.

Specific limits on the value of hospitality are also set, while the code also states that no company

may access or obtain data from dispensary software without the "informed agreement of the responsible registered pharmacist."

"Medicines Australia's member companies are taking the lead in setting new standards of transparency in Australia's health sector with this new Code," outgoing Medicines Australia chief executive, Dr Brendan Shaw, said.

The new code will come into effect from January 2015, with the new transparency reporting regime effective from October 2015, if ratified by the ACCC.

Shaw said that interactions between healthcare professionals and pharmaceutical companies are essential for ensuring that patients have the best care, ensuring that healthcare professionals have up to date and comprehensive information about medical developments.

"This new Code sets new standards in the transparency in these interactions which is unprecedented in the Australian health sector," he said.

"Medicines Australia looks forward to other industry sectors following this lead towards greater transparency," Shaw concluded.

## UK Aranesp recall

**ARANESP** 500 µgm solution for injection, 1.0ml in pre-filled syringes, has been recalled by Amgen Ltd to pharmacy level in the UK after a small number of syringes were found to contain cellulose and polyester particles.

Australian stocks are not known to be affected.



**SASQUATCH**, Yeti and Bigfoot hunters have scoffed at so-called "DNA evidence" which has been unable to verify the existence of the mythical creatures.

Two years ago researchers from the UK's Oxford University and the Lausanne Museum of Zoology in Switzerland issued a call for aficionados to submit any hair samples they thought were from the legendary animals.

About 36 hair samples were provided from museums, scientists and other sources said to have been collected in Bhutan, India, Indonesia, Nepal, Russia and the USA.

DNA sequencing found they all matched DNA from known animals such as bears, horses, deer or humans.

However research leader Bryan Skyes did acknowledge this didn't actually prove the majestic creatures don't exist.

"The fact that none of these samples turned out to be a Yeti doesn't mean the next one won't," he admitted.

Last year Idaho State University in the US also launched a project utilising a "drone" aircraft with a camera attached to look for Bigfoot by conducting a grid search of the Canadian wilderness.

No evidence has been found so far, but that's not surprising according to one avid **PD** reader who commented "sasquatch is far too intelligent to be fooled by a feeble drone."

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## Travel Specials

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

### MICHELIN-STARRED GOURMET EXPERIENCE

Luxury London boutique hotel, The Capital, has introduced a Gourmet Dining Package featuring a special culinary experience at its Michelin-starred restaurant, Outlaw's at The Capital.

The Gourmet Dining Package features a lunch or dinner at Outlaw's at The Capital in which guests will be treated to a 5-course Tasting Menu created by Nathan and Head Chef, Pete Biggs, and presenting a multitude of textures and flavours in a stunning array of dishes including the freshest of seafood.

Priced from £366 in a Classic King Room, from £446 in a Deluxe Room and from £600 in a Junior Suite, The Capital Gourmet Dining Package includes:

- 1-night luxury accommodation for 2 people
- Full English breakfast
- 5-course Tasting Menu
- Flight of matching wines (additional £65)

The package includes 20% VAT and is valid until 12 April 2015.

To book, contact [reservations@capitalhotel.co.uk](mailto:reservations@capitalhotel.co.uk) or ring +44 20 7589 5171 or ask your local Travel Specialist. See more at [www.capitalhotel.co.uk](http://www.capitalhotel.co.uk).

## WIN AN AROMABABY GIFT PACK

This week *Pharmacy Daily* and **Aromababy** are giving 5 readers the chance to win an Aromababy gift pack.

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

How many years has Aromababy been selling in Australian pharmacies?

Congratulations to yesterday's winner, **Alissa Price** from **Health Australia**.

