

One month to BIS

THE Blackmores Institute Symposium 2014 is being run with the help of the National Institute of Complementary Medicine, University of Western Sydney, 25-26 Jul 2014 at the Westin, Sydney.

This activity has been accredited for 3.5 group 1 CPD credits and 18 group 2 credits under the auspices of the Australia Pharmacy Council.

CLICK HERE for more details.

MA call to cut red tape

THE Therapeutic Goods Administration's Half-Yearly Performance Report shows that the number of clinical trials commenced in Australia fell by 10% in 2013, while the number of new clinical studies has fallen by 21%.

While Phase I clinical trial numbers are up 40% year on year, 681 new pharmaceutical clinical

trials were commenced in 2013, down 10% from 759 in 2012.

Outgoing Medicines Australia ceo, Dr Brendan Shaw, said that the figures highlight the need for urgent regulatory reform to make Australia a more competitive destination for trial investment.

"These new figures showing a fall in the number of clinical trials reiterate the importance of the Australian Government's clinical trial regulatory reform agenda.

"Clinical trial investment in regional centres like Singapore, South Korea and Japan has increased by as much as 300% since 2007 while Australia has struggled to even maintain existing levels of investment," Shaw said.

In response to the MKeon Review of Health and Medical Research which called for clinical trial reform to be made an 'urgent national priority', \$10 million was committed to move key reforms forward last month.

Shaw said MA looked forward to helping make Australia a "leading destination for global investment in clinical trials for years to come."

Pharmacy only brands driving growth

EGO Pharmaceuticals is hailing a strategic decision by the company to remain exclusively in pharmacy as the cause of a "continuing significant increase in growth."

MD Alan Oppenheim said that Ego's top brand, QV, is currently delivering 75% of the market growth of the skincare category within pharmacy, with an overall market share of 52% according to Aztec Pharmacy Data last month.

"Our relationship with Australian pharmacy is stronger than ever, and our commitment is beneficial for the success of both our brands and pharmacy," he said.

Ego is continuing to work closely with dermatologists, nurses and GPs while increasing consumer marketing to drive customers into pharmacy to purchase its products.

"Every marketing dollar that Ego spends directs people to visit pharmacy and no other retailer."

Oppenheim urged pharmacy staff to only recommend brands that consumers wouldn't be able to buy the next week at the supermarket.

Resistance fighters out in force

NPS MedicineWise sent its staff (pictured) into Sydney's Martin Place yesterday to deliver thousands of antibiotic resistance fighter kits educating people about not wasting antibiotics on cold and flu.

It's part of the ongoing NPS campaign aiming to tackle antibiotic resistance

(PD Tue), with NPS saying it's important that all Australians recognise and address the misconception that antibiotics will help them get over a cold faster.

Health care professionals and consumers are urged to go to www.nps.org.au/antibiotics to "take the pledge" to fight antibiotic resistance.



AIHW disability report

THE characteristics and service use of people who accessed both Disability Services and Home and Community Care programs in 2010-2011 is the subject of a new study from the Australian Institute of Health and Welfare (AIHW).

CLICK HERE to access the report.

Connecting you to new business opportunities.

Introducing a new mobile health range for pharmacy.

CLICK HERE for an appointment or call 1300 367 611.



New research seminar

THE Society of Hospital Pharmacists is running a new seminar on practice-based research to assist pharmacists who want to conduct research but don't know where to start.

With a mix of interactive lectures and case-based tutorials, the seminar runs 01-02 Nov 2014 in Sydney.

CLICK HERE for details and rego.

EMA dose-finding

REGISTRATION is now open to attend the European Medicines Agency (EMA) workshop on dose-finding and dose selection for the successful development, licensing and lifecycle management of medicines.

The workshop is open to all stakeholders, including industry, academia, regulators, patients and healthcare professionals and will also be webcast live.

CLICK HERE for details.

WIN A CARMEX PACK!

This week PD is giving five readers the



chance to win a Carmex® lip balm prize pack.

Carmex® is one of the world's most loved lip balms with ingredients including Lanolin, Theobroma Cacao Seed Butter, Cera Alba and Menthol.

Best known for the famous Carmex 'tingle', the cult classic Carmex Jar has been reinvented for Winter with a Limited Edition I Heart Carmex Jar.

Pop one in your bag so your lips are prepared for anything.

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

comp@pharmacydaily.com.au

Does Carmex moisturise my lips?

Congratulations to yesterday's winner **Baz Jazayeri** from **Defence Pharmacy Duntroon**

Product Distribution in China

China's biggest healthcare distribution network has appointed Australian Health World to source quality products for China
We can coordinate distribution for your products

For more information call Neil on 0421 346 844

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



DISPENSARY CORNER

THE soccer World Cup in Brazil has led to an unexpected bonanza for Chinese counterfeiters, who have had a field day providing fake sick notes to people exhausted from staying up all night to watch the tournament.

Thousands of online vendors are offering copies of hospital certificates with official doctor's signatures and stamps so that fans have a good excuse to stay home from work.

Social networks are full of offers for the medical notes, offering to certify a range of illnesses from simple fever and broken limbs right through to Severe Acute Respiratory Syndrome.

Such is the interest in the fake certificates that at least one major Chinese search engine has blocked results for "sick notes," according to the *Beijing Youth Daily* newspaper.

MEANWHILE, the World Cup has also seen China Southern Airlines impose a blanket ban on staying up late or even discussing results, to ensure pilots are not flying while sleep deprived.

"Watching the World Cup will affect work and safety," the airline said, with strict sanctions against any staff found in violation.

Fellow Chinese carrier Spring Airlines has instituted a similar policy, saying, "In order to ensure safety, the carrier will check to see if employees are fatigued at any time," by taking blood pressure readings.

DOWNLOAD the FREE *Pharmacy Daily* iOS App - **CLICK BELOW**.



Blooms Herb-a-Lax: pharmacy and health-food only brand

With the same formula consistently used and trusted by tens of thousands of Australians for over 60 years, **Blooms Herb-a-Lax** could be described as Australia's favourite laxative. Phytologic MD Brett Ditchfield says "We still get orders for this product from all over the world, mostly from Aussies who've relocated, but can't find anything that works quite as well." Herb-a-Lax was deliberately pulled from grocery 5 years ago when Blooms Health Products committed to being a pharmacy and health-food only brand. Now available in a 200 capsule bulk pack.

Stockist: 1800 181 323

RRP: \$24.50

Website: www.bloomshealth.com.au



Dreambaby Car Safety Baby Bump Belt

Designed to reduce the risk of injury to the unborn child in the event of an accident **Dreambaby Car Safety Baby Bump Belt** keeps the seatbelt in the correct position for the mother, not only keeping mum and bubs safe but feeling so much more comfortable and secure than with a standard safety belt. Protect the ones you love with proven technology from Dreambaby safety specialists who bring a full range of car safety baby products including Adjustable Car Window Shades, Adjustable Baby View Mirror and Baby Rear View Mirror.

Stockist: 02 9386 4000

RRP: \$34.95

Website: www.dreambaby.com.au



Introducing Slim Soles by Odor Eaters

Finally an odour insole designed with women in mind - recent qualitative research identified the ideal female insole. Women are looking for an odour & wetness insole that is durable and long lasting with maximum efficacy, has discreet and female-centric packaging, is fragrance free and fits easily into any shoe style. **Slim Soles** are thin, soft and discreet insoles especially designed for women with the power of Odor-Eaters to guard against foot odour and wetness. They present in a black soft-touch fabric for discreet wear with slim-fit cushioning.

Stockist: 1800 653 373

RRP: \$6.95

Website: www.odor-eaters.com.au



New Optive Advanced Lubricating Eye-Drops

There are two major causes of dry eye: aqueous deficiency and lipid deficiency. Approximately half of all dry eye sufferers are lipid deficient, yet 90% of all artificial tear products sold in Australia target aqueous deficiency. New **Optive Advanced Lubricant eye drops** from Allergan, target lipid deficiency. Triple action lipid enhanced drop provides the comfort of an aqueous tear with low blur: lubrication that restores and stabilises tear film, osmoprotection to hydrate the eye epithelium and lipid enhancement to reduce tear evaporation.

Stockists: Major wholesalers

RRP: \$14.95 for Advanced 15 ml, \$15.50 for Advanced Preservative-Free

Website: www.allergan.com.au

