

Comp course offer

COMPLEMENTARY Medicines Australia is offering a 20% discount on the Foundation Course in Complementary Medicines when booked before 31 Dec - see **page four** for more.

WIN Lavish Lip Gloss

Every day this week **Pharmacy Daily** and **Designer Brands** are giving readers the chance to win a four pack of Lavish Lip Gloss.

Lip colour is the most used colour cosmetic among Australian women and as a result Designer Brands is updating its lip category. And it all starts with Designer Brands Lavish Lip Gloss. This new and improved formula is highly pigmented for intense colour. The gloss is ultra-shiny, yet doesn't leave lips feeling sticky or tacky. The paraben-free formula of Designer Brands Lavish Lip Gloss also contains vitamin E and beeswax for soft and supple lips. It's available in 12 on-trend shades, including seven new shades and five classic best-sellers from the previous range.

To win, be the first from **WA** to send the correct answer to:
comp@pharmacydaily.com.au

What is the red shade in the range?

Hint: www.dbcosmetics.com.au

Congratulations to yesterday's winner, **Xanthe Bennett** from the **University of Queensland**.

Advanced credentialing pilot

THE Australian Pharmacy Council (APC) is seeking Expressions of Interest from pharmacists interested in participating in a pilot for the credentialing of advanced practice.

Participating pharmacists would need to prepare a portfolio as per the draft Evidence Guide (**PD 22 Oct**) and submit it in early April.

Those selected would have portfolios evaluated for no fee, the Council said.

Those evaluated at 'Level Three - Advanced' would receive the credential Advanced Practice Pharmacist, the Council said.

Expressions of Interest close on 28 Nov.

Publish research without affiliations

AN ARTICLE in the *British Medical Journal* has posited that journals publishing research without an author's affiliation could reduce reader bias.

The piece said perception bias meant research was judged based on a prior view of where and by whom it was conducted, in a subconscious process.

CLICK HERE to read in full.

CLICK HERE for more.

MEANWHILE in its annual report, the Council said it has finalised the standards for the accreditation of programs to support pharmacist administration of vaccines (**PD 04 Jul**).

It was also drafting an intern pharmacy assessment blueprint, it said.

CLICK HERE for the report.

45% interested in sildenafil training

JUST under half of New Zealand pharmacists, or 45%, have registered interest in the sildenafil training program (**PD 20 Oct**), according to Douglas Pharmaceuticals medical marketing manager Mike Siermans.

Douglas is the only organisation with approved training for the program, which allows pharmacists in New Zealand to dispense sildenafil for males aged 35 to 70 years old without a GP script.

This is thanks to a reclassification by Medsafe.

The company had received positive feedback from pharmacists regarding patients' engagement with the move, Siermans said.

Diabetes optimism

AN EDITORIAL in the *Medical Journal of Australia* raises the challenge, "Diabetes prevention and care: we know what to do, so why aren't we doing it?"

The article said an estimated one million people have diabetes in Australia with another two million at risk of developing the disease.

Multifactorial intervention was urged for both short and long term improvements and with the Australian government commissioning a new national diabetes strategy due for release in 2015, the author expressed "cautious optimism."

CLICK HERE to read it.

GMiA pulls out of PIC

THE Pharmaceuticals Industry Council (PIC) ceased operating due to the Generic Medicines Industry Association (GMiA) decision to withdraw, Medicines Australia ceo Tim James has said.

"The PIC was bound by its constitution to dissolve once this occurred."

GMiA acting ceo Belinda Wood said GMiA informed stakeholders of its intention two weeks ago on the basis that there was "no longer clear alignment on the priority objectives between the three members".

Men's Health in November

AS NOVEMBER kicks off, NPS MedicineWise has said it is a good time for health professionals to raise awareness of health issues facing men.

It has five steps to being medicinewise on its website, including asking for a medicines review.

CLICK HERE for more.



Are your customers
ITCHING to find an effective
head lice treatment?

Recommend Licener. This easy treatment kills lice and nits (eggs) in one go, with no combing required.

FOR MORE DETAILS VISIT LICENER.COM.AU

To order, call **0422 822 832**.

Always read the label. Use only as directed.
Mayne Pharma International Pty Ltd ABN 88 007 870 984



PAINFUL, BURNING AND FREQUENT URINATION?

URINARY TRACT SUPPORT CONTAINS HERBS USED IN TRADITIONAL CHINESE MEDICINE TO HELP RELIEVE THE SYMPTOMS OF CYSTITIS

Always read the label. Use only as directed.
If symptoms persist consult your healthcare professional.

ETHICAL NUTRIENTS
PROFESSIONAL NATURAL MEDICINES





Advertise with us

- Cost Effective
- Targeted
- Easy

Pharmacy DAILY

For details call us today 1300 799 220

NZ attacks MRSA

PHARMAC has approved ceftaroline fosamil for use in New Zealand's DHB hospitals.

Ceftaroline is a fifth generation cephalosporin and specifically targets multiresistant strains of staphylococcus aureus (MRSA) and other bacteria.

Deputy medical director Dr Dilky Rasiah said ceftaroline would be preserved as a 'last-line' defence against multi-resistant organisms, to help protect its usefulness.

"Multi-resistant bacteria are now a reality, so it's important that we have more tools at our disposal to deal with them."

270 CMA delegates

COMPLEMENTARY Medicines Australia (CMA) recently celebrated the 2014 National Conference and Industry Awards in Sydney.

With five major awards presented, Most Outstanding Industry Contributor of the Year went to The Blackmores Advisory Service Team.

Manipulate cytokines for diabetes type 2

REGULATION of inflammatory cytokines which influence oxidative stress pathways in the pancreatic islets has been shown to help manage glycaemic levels in both mice models and humans, according to new research out of Queensland and Victoria and published in *Nature Medicine*.

CLICK HERE to access the abstract.

Genetic testing shift

THE Royal College of Pathologists of Australasia (RCPA) and the International Liaison of Pathology Presidents has said there is a need for a "substantial shift" in healthcare practices due to increasing use of genetic testing.

RCPA president Associate Professor Peter Stewart said it recommended implementation of testing be linked to "explicit clinical care pathways" with an understanding of the costs and benefits of a given test.

RACGP states allied health stance

THE Royal Australian College of GPs Tasmanian branch deputy chair Dr Bastian Seidel has said there are issues of safety, continuity of care and defragmentation when it comes to greater use of allied health professionals to reduce healthcare system costs.

Speaking to the Senate Select Committee on Health, Seidel said the College had commented on the role of community pharmacists in its submission in helping to reduce healthcare costs.

But GPs knew the patient, as well as their medical conditions, Seidel said, which "seemed to be the most cost-saving aspect over a longer period of time."

"The moment you have an approach of defragmentation by involving more and more allied health practitioners, that effect seems to plateau and may actually reverse, so that all of a sudden you have higher costs."

To read more, **CLICK HERE**.

Unilever API award

UNILEVER has taken out the Australian Pharmaceutical Industries Limited (API) API Excellence Supplier of the Year award.

API ceo Stephen Roche said Unilever's complete approach to building business profitability and sharing insights made it a "stand out" choice for the award.

Unilever customer director Karen McGoldrick said the company would continue to develop understanding of consumers and markets.

Lab Tests Online again

THE Australasian Association of Clinical Biochemists (AACB) has re-launched its website providing "plain English" information to patients about the meaning of their blood tests.

The website has been re-launched today on International Pathology Day, and prior to re-launch, received 88,000 visitors per month, AACB said.

NEW & EXCLUSIVE TO PHARMACY

BRING A LITTLE COLOUR INTO YOUR STORE



PREMIUM NATURAL, HERBAL AND NUTRITIONAL PRODUCTS FORMULATED FOR YOU BY SPECIALISTS.

CONTACT US TODAY!

Call: 1800 853 333 Fax: 02 8572 9911

Email: info@vitascience.com.au Visit: vitascience.com.au

VITA SCIENCE
THE SCIENCE OF HEALTHY LIVING



Follow us
on social media

Just one click away from keeping up to date with all the *Pharmacy Daily* breaking news as it comes to hand



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

Dreambaby Sliding Glass Door Decals for safety

Every year an estimated 3,600 children in Australia sustain serious glass cut injuries, many from windows and doors, Dreambaby has said. **Dreambaby Sliding Glass Door Safety Decals** safely indicate the presence of doors and windows so as to prevent accidents. The static cling fixture will attach efficiently onto all glass surfaces and can be removed, reused and repositioned easily.

Stockist: 02 9386 4000

RRP: \$5.95

Website: www.dreambaby.com.au



Trilogy Luscious Rosehip Lips - a stocking filler or Secret Santa special



As a stocking filler, Secret Santa, Kris Kringle or whatever you need, this duo is a tantalising treat. Zingy, peppermint-fresh **Trilogy Rosehip Lip Balm** (7.5ml) is an ultra-moisturising, petroleum-free, natural lip treatment for the repair of dry and chapped lips. The special treat included is a limited edition **Trilogy Holiday Lip Balm** (7.5ml) with a sassy red tint and spicy cinnamon flavor - lip-smacking lusciousness perfect for mistletoe moments.

Stockist: 03 9533 1336

RRP: \$19.95

Website: www.trilogyproducts.com

Ego releases SunSense Junior SPF 50+ for young skin

Pharmacy only brand SunSense has always believed in providing the highest UV protection for Australians and has a product suitable for each family member and skin type. The new **SunSense Junior SPF 50+** has been carefully formulated without potentially irritating ingredients such as fragrance, offering parents a simple choice of sunscreen for babies (6 months+), toddlers and kids. SunSense Junior SPF 50+ is also PABA and colour free, pH-balanced and water resistant for two hours, the company says.

Stockist: 1800 033 706

RRP: 50ml roll-on \$8.95, 250ml flip top bottle \$17.49

Website: www.sunsense.com.au



Not all omega-3s are created equal says Nature's Own

Nature's Own has launched a first-to-market omega-3 formulation called **Red Algal Omega-3**, combining microalgae-derived DHA, aquamin and concentrated fish oil, offering the highest level of omega-3 DHA, the company says. Pharmacist and master herbalist Gerald Quigley said many Australians did not understand the benefits of consuming the right balance of Omega-3s and subsequently struggled to meet the recommended daily intake.

Stockist: 1800 732 273

RRP: From \$44.95

Website: www.naturesown.com.au

DISPENSARY CORNER

REINING in expectations.

Did your pharmacy do anything special for the Melbourne Cup?

The **PD** office indulged in sin by running a sweep on the Cup, with one unlucky colleague landing Royal Diamond, described by the *Daily Telegraph* as likely to "put his walking frame on and go around for practice".

Precedence, meanwhile, was accompanied by the tagline "Sentiment only gets you a dollar if you manufacture greeting cards."

The winner, Protectionist, received only glowing reviews, so if you backed him, party at your pharmacy today!

YOU smell like a volcano.

From the interesting remedies archive comes the advice from *People's Pharmacy* that those wanting to try deodorant alternatives could try baking soda, rubbing alcohol, vinegar or magnesium as found in milk of magnesia, which the pharmacists said many found helpful in reducing underarm odour.

This does beg the question, however, of whether you want to smell like B.O. or a school science experiment.

MAYBE don't follow those instructions.

You've got to be careful when typing into dispensing software, if a recent entry on *Reddit* is anything to go by.

The commenter posted a photo of a medicine label which instructed users to 'Insert one applicatorful vaginally into right ear as directed'.

Pharmacists commented (and as readers will know) it was likely that someone had accidentally typed the code for 'right ear', 'AD', instead of 'UD' for 'as directed' - whoops!

Pharmacy Daily is Australia's favourite pharmacy industry publication.

Sign up free at www.pharmacydaily.com.au.

Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Travel Daily group of publications.

Publisher: Bruce Piper

Editor: Alex Walls info@pharmacydaily.com.au

Reporter: Mal Smith

Advertising and Marketing: Katrina Ford advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

Travel Daily CRUISE WEEKLY travelBulletin business events news Pharmacy DAILY

Pharmacy Daily is a publication of Pharmacy Daily Pty Ltd ABN 97 124 094 604. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

NEW:

The Foundation Course in Complementary Medicines

from the Complementary Medicines Industry Association

The Foundation Course in Complementary Medicines has been specifically designed for pharmacy and sales assistants and those taking their first steps in the complementary medicines industry.

The 60 hour self-paced course comprises six on-line modules, with introductory videos. The information is presented in easy to follow formats and all modules contain practical examples, reflections, case studies and interactive quizzes to embed learning.

Costs	CMA Members	Non Members
Foundation Course	\$499	\$750

Launch Special
20% Discount
on the
Foundation Course

Ends 31 Dec, 2014
Promo Code: pharmacy

Course Content:

Module 1 – Holistic Health: Overview

Module 2 – Therapies

Module 3 – Industry Structure

Module 4 – Complementary Medicine Products

Module 5 – Body Systems and Remedies

Module 6 – Advertising Regulations



To find out more:

Click: <http://cma.ecnh.co>

Email: cma@cmaustralia.org.au



iPad
friendly



cma Complementary Medicines Australia