



Grow your OTC profit

APOTEX is reminding pharmacists to grow their anti-fungal nail category and OTC profit with Aporyl.

See details of the bonus stock offer with free point of sale materials and product training on [page four](#).

Soliris PBS meeting

THE Dept of Health yesterday released an "outcome statement" from a 24 Jun stakeholder meeting to discuss the PBS listing of Soliris (eculizumab) for atypical haemolytic uraemic syndrome.

Constructive discussion worked towards a prescribing criteria under a Managed Entry Scheme.

Psychotropics and dementia

RESEARCH published in *Drugs and Aging* has said psychotropics should be avoided because of the associated risk of adverse drug reactions and drug interactions when prescribing for patients with dementia.

It took place over 19 months in an acute geriatric ward specialising in dementia management, involving 293 patients.

[CLICK HERE](#) to read more.

OTC nasal statements ticked

THE Therapeutic Goods Administration (TGA) has confirmed advisory statements for over the counter topical nasal decongestants preparations following consultation.

The TGA said it would propose 'Do not use for more than three days at a time unless advised by a doctor or pharmacist' to be included on the labelling of all preparations containing methoxamine, naphazoline, oxymetazoline, phenylephrine, tetrahydrozoline, tramazoline, tymazoline and xylometazoline.

Some submissions to the consultation suggested changing the three day period but the TGA said it was appropriate for several reasons, including that it was endorsed by the Advisory Committee of Non-prescription Medicines.

The TGA also proposed the statement "Frequent or prolonged use may cause nasal congestion to recur or worsen" for inclusion on labelling of preparations, with the majority of submissions supporting this.

To see final proposed statements, [CLICK HERE](#).

MEANWHILE the TGA has supported an amended advisory

statement for OTC cough medicines for oral use.

The amended statement removes "or worsens" from the proposed statement, "If coughing persists or worsens, consult your doctor or pharmacist."

The TGA agreed the omitted phrase was unnecessary as it could be considered similar to a persistent cough.

Accordingly, the instructions in the OTC medicine monograph for Pholcodine were amended to reflect this, the TGA said.

[CLICK HERE](#) to see final proposed statements.

Epic video conference

THE newly launched Epic Pharmacy should see patient-pharmacist video conferencing implementation by October.

Partner Cathie Reid said the company was rolling out a series of technology initiatives, both hardware and software, to improve patient and healthcare professional outcomes and interaction.

One such, an audit app for iPads, had already been launched and others would be coming soon, Reid said.

APHS rebrands as Epic



APHS Pharmacy has rebranded as Epic Pharmacy, with custom-made uniforms and a new logo.

The company signalled its new look last week (**PD** 03 Sep), with partner Cathie Reid writing on her website that the proliferation of similar



acronyms in the industry meant it was time for a change.

The logo (**pictured**) had been crowdsourced, Reid said.

This involved designers submitting ideas based on an online brief, an Epic spokesperson said.

Reid said 'Epic' related to the four company values: Energy, Purpose, Innovate and Connect.

The transition would roll out over coming months, the company said.



The more I pack, the more I save



guildsmart

Link up unique opportunities in front of shop + professional services

GuildLink limited bundle deal offer expires 30th September 2014!

Subscribe Now

your business as part of one software solution

guildlink



THE EASY WAY TO HELP YOU STAY WELL THIS COLD AND FLU SEASON

Ethical Nutrients Immune Defence may reduce the severity and duration of a cold and support a healthy immune system.

ETHICAL NUTRIENTS
PROFESSIONAL NATURAL MEDICINES

Always read the label. Use only as directed.

Chinese medical register check

THE Chinese Medicine Board of Australia has said patients should check their Chinese medicine practitioner is registered, and only to visit registered practitioners.

This included Chinese herbal medicine practitioners and herbal dispensers, the Board said.

Consumers were able to check this by going to the Board's website, National Board chair for Chinese medicine Professor Charlie Xue said.

This was a routine reminder and awareness raising as part of the transitional period of registering Chinese medicine practitioners on the national register, Xue said.

This period would end in June next year and the notice was letting practitioners and communities know registration was necessary before then, Xue said.

As of March this year, there were 4,219 registered Chinese medicine practitioners in Australia, with 122 non-practising and the majority (1,707) in NSW.

For more, [CLICK HERE](#).

E-cigs = regular cigs

THE Heart Foundation in Queensland has welcomed the State Government's move to treat e-cigarettes under the same laws as regular cigarettes.

This means people can not use them in any smokefree zone, which is particularly important in Queensland which has led the way with smokefree areas, said Heart Foundation's (HF) QLD health director, Rachelle Foreman.

"E-cigarettes are adding fuel to the fire of a complex health problem," she said.

"If the e-cigarettes remain unregulated then they can provide an easy pathway to smoking for children, which would be devastating."

A recent Heart Foundation analysis of smoking prevalence found 11 out of 19 Queensland regions were above the national average (18%) for population of smokers.

The Heart Foundation is calling for restrictions for e-cigarette sales and advertising and wants smoke-free laws to apply to e-cigarettes as well as regular cigarettes nationally.

Education evenings

ARTHRITIS and Osteoporosis NSW is holding a free education seminar around back pain, with keynote speaker rheumatologist Dr David Spencer, in Cowra.

The seminar is free and healthcare professionals (HCP) can earn four CPD points, Arthritis Australia said.

The seminar comes as part of the Rural Outreach Project, which aims to provide local rheumatology services and medical education to consumers and HCPs.

Call 1800 011 041 to register.

E-cig harm reduction

AN EDITORIAL published in the *Lancet* talks about harm reduction versus smoking cessation when it comes to e-cigarettes.

The editorial concluded that, unless reliable evidence showed e-cigarettes were effective cessation aids, there was little justification for their sale.

However the possibility of harm reduction should not be lightly dismissed and robust evidence was needed - [CLICK HERE](#) for more.

**End-to-end professional services solutions**

**instigo.**
your agents for pharmacy change

Contact: Leanne Bauckham on
02 9248 2614 or leanne@instigo.com.au
www.instigo.com.au

WIN AN INNOXA PACK

This week **PD & Innox** are giving five readers the chance to win an Innox prize pack.



Innox has been caring for skin with Dermatologically tested, cruelty free skincare ranges. The Restore Lift & Firm Primer provides hydration. The Pore Vanishing Crème is the perfect pick me up that minimises pores. For a mascara that lengthens and curls whilst conditioning, Lush Lashes Mascara is one to try. For those multi taskers, the 2 in 1 Liner and Eyeshadows are great for touch ups on the go.

Visit: www.innox.com.au

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

comp@pharmacydaily.com.au

Does Innox test on animals?

Congratulations to yesterday's winner, **Sue Britton** from **Waverley Pharmacy**.

MIMS Updates

NEW PRODUCTS

Feiba-NF (factor VIII inhibitor bypassing fraction) contains factor II, IX, X (nonactivated), factor VII (activated) and 1-6 U/mL of factor VIII coagulation antigen. Feiba-NF is prepared from pooled human plasma. Feiba-NF is indicated for routine prophylaxis, control of spontaneous bleeding episodes and use in surgery in haemophilia A or B patients with inhibitors. The use of Feiba-NF is contraindicated in patients who are known to have a normal coagulation mechanism. It should not be given to patients with significant signs of disseminated intravascular coagulation (DIC) or fibrinolysis. In patients with tentative or definite diagnosis of coronary heart disease as well as in patients with acute thrombosis and/or embolism the use of Feiba-NF is only indicated in life threatening bleeding events. Feiba-NF is contraindicated in cardiac surgery involving cardiopulmonary bypass and procedures involving extracorporeal membrane oxygenation (ECMO) due to the high risk of thrombotic adverse events.

Feiba-NF is available as a powder for injection with solvent in single dose glass vials in 500, 1000 and 2500 units.

Mirvaso (brimonidine) contains a selective α_2 -adrenergic receptor agonist that is 1000-fold more selective for the α_2 -adrenergic receptor than the α_1 -adrenergic receptor. Topical facial application of a highly selective α_2 -adrenergic receptor agonist is intended to reduce erythema through direct cutaneous vasoconstriction. Mirvaso is indicated for the treatment of facial erythema of rosacea in adults. It is contraindicated in children under 18 years of age; therapy with concomitant monoamine oxidase inhibitor (MAOI) and with tricyclic or tetracyclic antidepressants, which affect noradrenergic transmission. Mirvaso is available as a gel containing brimonidine tartrate 5 mg/g (\approx brimonidine 3.3 mg/g) in a 30 g tube in packs of 1's.

Nimenrix (Neisseria meningitidis polysaccharide conjugate vaccine) is indicated for active immunisation of individuals from the age of 12 months through 55 years

against invasive meningococcal diseases caused by *Neisseria meningitidis* serogroups A, C, W-135 and Y. Nimenrix is available as a powder for reconstitution + 0.5 mL solvent in single glass vials.

Rixubis (nonacog gamma (rch)) contains recombinant human factor IX synthesised by a genetically engineered Chinese hamster ovary (CHO) cell line. Rixubis is indicated for the routine prophylaxis of bleeding episodes in adults with haemophilia B; treatment and prevention of bleeding episodes in adults with haemophilia B (congenital factor IX deficiency) and peri-operative management in adults with haemophilia B. Rixubis is contraindicated in those with hypersensitivity to hamster protein. Rixubis is available as a powder for infusion (250 IU, 500 IU, 1000 IU, 2000 IU, 3000 IU) in a single use glass vial, in packs of 1's.

Stribild (tenofovir disoproxil fumarate/ emtricitabine/ elvitegravir/ cobicistat) contains combination NRTIs + integrase strand transfer inhibitor (INSTI) + pharmacokinetic enhancer respectively. Stribild is indicated as a single tablet regimen for

HIV infection in treatment naive adults. It is contraindicated with concomitant alfuzosin, rifampicin, ergot derivatives (eg dihydroergotamine, ergonovine, ergotamine, methylegonovine), cisapride, St John's wort, lovastatin, simvastatin, pimozide, sildenafil for PAH, oral midazolam, triazolam, other products containing same active components (tenofovir disoproxil fumarate, emtricitabine), ritonavir, lamivudine, adefovir dipivoxil. Stribild is also contraindicated in children and adolescents aged less than 18 yrs. Stribild is available as a combination tablet containing tenofovir disoproxil fumarate 300 mg, emtricitabine 200 mg, elvitegravir 150 mg, cobicistat 150 mg in packs of 30's.

SAFETY RELATED CHANGES

Adriamycin (doxorubicin hydrochloride) is now contraindicated for IV use in the following conditions: severe myocardial insufficiency, recent MI, severe liver impairment, presence of generalised infection and in persistent myelosuppression. Adriamycin for intravesical use is now contraindicated with haematuria.

September 2014

Daonil (glibenclamide) is now contraindicated in the treatment of diabetic ketoacidosis.

Telzir (fosamprenavir calcium) is now contraindicated with quetiapine.

NEW INDICATIONS

Simponi (golimumab (rmc)) is now indicated in the treatment of moderately to severely active ulcerative colitis in adult patients who have had an inadequate response to conventional therapy. Patients should show a clinical response within 6 weeks of treatment to continue treatment beyond that time.

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.



Advertise with us

- Cost Effective
- Targeted
- Easy

Pharmacy
DAILY

For details call us today: 1300 799 220

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

New St. Tropez Self Tan Luxe Dry Oil

Combine a campaign fronted by supermodel and St.Tropez Global Ambassador Kate Moss, the latest in intelligent self-tanning technology and a luxe Brazilian inspired dry oil with multiple skincare benefits and you get **St. Tropez Self Tan Luxe Dry Oil**. With its deluxe, fast-drying, non-greasy and easy-to-apply dry-oil base, St.Tropez Self Tan Luxe Dry Oil leaves skin supple, nourished and perfectly conditioned for up to seven days. St.Tropez Self Tan Luxe Dry Oil uses a 100% natural tanning agent and is also paraben, sulphate and phthalate free.

Stockist: 1300 819 331

RRP: \$49.99

Website: www.sttropeztan.com.au



Pelactiv Hydrating Skin Treatment Pack

Created by Australian Skincare Therapists in conjunction with leading Biochemists, Pelactiv incorporates the purest Australian native plant extracts in combination with the prime active ingredient, Lactic Acid. **Pelactiv Skin Treatment Packs** are specifically tailored to target three of the most commonly occurring skin concerns: dehydration, dryness and problematic/congested skins. Each pack contains the Pelactiv Facial Refiner Deep Cleansing Scrub 150ml, and a specialised Pelactiv Treatment Mask 75ml. Now available in three varieties - as well as **Hydrating**, look for Purifying and Nourishing.

Stockists: 1800 655 745

RRP: \$64

Website: www.pelactiv.com

Verona – maintaining the natural balance of a woman's 'V zone'

A new preventative, pharmacy-only, feminine hygiene brand is set to more than double intimate care category profits for Australian pharmacy by 2017. **Verona** is a unique, clinically-proven range of intimate daily washes, specially formulated to care for the most sensitive area of a woman's body. Verona is designed to help women feel clean and fresh while protecting them from unwanted irritations that occur during the daily life of a busy woman. The four-variant product range is tailored to the different life stages of a woman – from puberty and menstruation, to pregnancy and menopause.

Stockist: 02 9847 7999.

RRP: \$9.95 each

Website: www.verona.com.au



You can manage your child's eczema with Gaia Baby Moisturiser

Eczema can affect all ages. It usually appears in early childhood (in babies between two-to-six months of age) and disappears around six years of age says Gaia. The good news is most children grow out of the condition but some may experience eczema into adulthood although the exact cause of eczema is unknown. Gaia recommends that you cleanse, moisturise and protect the skin. Apply moisturiser gently, without rubbing, within three minutes of bathing (while the skin is still slightly damp) to 'lock in' the moisture, and apply daily. Gaia's range of washes, moisturisers and lotions include **Gaia Baby Moisturiser**.

Stockists: 03 9703 1707

RRP: \$11.50

Website: www.gaiaskinnaturals.com



DISPENSARY CORNER

A MELBOURNE man has literally had a crash course in language, after waking from a coma to find that he could only speak Chinese.

22 year old Ben McMahon was injured in a car accident, and when he awoke, reportedly told a nearby nurse with Asian features "I feel really sore here" in fluent Mandarin.

He then asked for a pen and paper and was able to write a sentence in Mandarin.

Despite taking an elementary course at school he had never been very good at speaking the language, with his new-found skills baffling doctors, according to a report in the UK *Mirror*.

Apparently it took him about three days to recall how to speak English, but he is still able to also speak Chinese and has moved to Shanghai to study commerce.

ANOTHER victory for science.

Researchers in the UK have found that in fact a chocolate teapot is not actually useless.

The team from the Nestle Product Technology Centre in York decided to take up the challenge and created a special vessel by building up a special type of dark chocolate in a series of layers.

The resulting teapot (**pictured below**) was able to withstand boiling water for two minutes - plenty of time for the tea to brew before pouring.



The experiment was broadcast on the BBC, with chief researcher John Costello saying it worked if the tea was not stirred.

"When you pour it, what happens is that the chocolate on the inside of the shell melts but doesn't move anywhere."

The result is "a lovely cup of tea with a slight hint of chocolate."

Grow your anti-fungal nail treatment category and OTC profit with

APORYL[®]

amorolfine 5% w/v as the hydrochloride

Works in the same way as Loceryl¹
with fewer applications than Rejuvenail^{2,3}

BONUS STOCK OFFER*
FREE POINT OF SALE MATERIALS & PRODUCT TRAINING**



ORDER NOW

Call your Apotex Territory Manager
or Sales Support
P: 02 8877 8343
E: aus.salsupport@apotex.com

APOTEX | CONSUMER PRODUCTS

* Turnover orders only – bonus stock offer not available via PDE. ** Contact your Apotex Territory Manager for Point of Sale Materials and Product Training.

1. Apotex Pty Ltd, Data on file. 2. Apotex Pty Ltd, Aporyl Consumer Medicine Information, December 2012. 3. A. Menarini Australia Pty Ltd, Rejuvenail Instructions for use, Rejuvenail website. <http://www.rejuvenail.com.au/about-rejuvenail>; Accessed May 01 2014.

ALWAYS READ THE LABEL. USE ONLY AS DIRECTED. IF SYMPTOMS PERSIST SEE YOUR HEALTHCARE PROFESSIONAL.

Apotex Pty Ltd, Macquarie Park NSW 2113, ABN 52 096 916 148. Apotex Pty Ltd is the licensee of the registered trade mark APOTEX from the registered proprietor, Apotex Inc. APORYL[®] is a trade mark of Apotex Technologies, Inc. Copyright © 2014. All rights reserved. www.apotex.com.au PM-AU-0674 August 2014