



Licener in action

HEAD lice treatment Licener will be shown in action on Healthy Homes TV on 18 Apr at 1pm. See **page three** for more details.

NAPSA Charity Cup kicks off

THE National Australian Pharmacy Students' Association (NAPSA) is again running its Charity Cup campaign to raise money for the James Macready-Bryan Foundation, supporting young people with acquired brain injuries.

The organisation raised \$30,738 over a six week period in April and May last year (**PD** 22 Jul 14).

The Cup began this month and runs until 15 May, with NAPSA's 18 branches holding various events to raise funds.

CLICK HERE to read more

Live life with ease,
CRAMPEZE



**MAGNESIUM
MAX**

- ✓ Relieves muscular cramps
- ✓ Helps improve circulation



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

Room for PBAC to evolve

THE Department of Health has said there is "always" room for improvement to the Pharmaceutical Benefits Advisory Committee (PBAC) processes.

In a submission to the Senate inquiry into the availability of new, innovative and specialised cancer drugs, the Department said while processes had been evolving over time, changes could be considered to make sure the best environment for successful submissions existed.

Industry needed to "play its part" in reform, it said, with availability of new medicines dependent on the timing of PBAC submissions.

"The pricing of new cancer therapies should also be more closely aligned to their patient outcomes.

"There have been few 'transformative' cancer medicines in recent years and there is a risk to innovation if business models

continue to focus on the financial rewards associated with 'me-too' medicines, and not significant innovation."

There was a pattern of more cancer submissions being received, with 40 considered last year compared with 30 in 2010, it said.

From 2010-14, 54% of cancer submissions had a positive recommendation, compared with 64% of overall submissions.

In 2013-14, the patient co-payment was 2% of total expenditure on cancer medicines at \$31.8m, the Department said.

CLICK HERE to read more.

TGA on NSAID labels

THE TGA has said it is currently working with sponsors of prescription nonsteroidal anti-inflammatory drugs (NSAIDs) to update product information (PI).

In response to queries regarding the Pharmacovigilance Risk Assessment Committee's recommendation for updated ibuprofen PI (**PD** 14 Apr), the TGA said submissions to its proposed labelling of NSAIDs were now being considered.

It was expected that advisory statements would be included in the next update of the Required advisory statements for medicines labels, later this year, it said.

CLICK HERE to access the review.

Recruitment training

THREE online courses to train pharmacists in recruitment have been developed by the Pharmacy Guild of Australia.

The courses aimed to help pharmacies find and keep good employees, the Guild said.

The first course is free to Guild members or \$250 for non members.

Go to www.mycpd.org.au.

WIN with Hydralyte

This week **Pharmacy Daily** and **Hydralyte** are giving away a Hydralyte pack.

If you're travelling - don't forget to pack your Hydralyte.

Travelling increases your risk of dehydration due to long haul flights (dry cabin conditions), travellers' diarrhoea, heavy sweating from exercise and hot conditions...not to mention dehydration associated with alcohol. When dehydration strikes replace fluid and electrolytes with Hydralyte.

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

What does Hydralyte replace?

Click HERE for a hint.

Congratulations to yesterday's winner, Katy Duldig from the Pharmacy Guild of Australia.

PPA adds indemnity

PROFESSIONAL Pharmacists Australia (PPA) members will now have free professional indemnity insurance, the organisation has said.

PPA ceo Chris Walton classified the move as a logical addition to providing members with comprehensive value, protection and support.

"Employed pharmacists will be covered for up to \$20m, for the full scope of treatments and practices they are registered and qualified to perform."

Pharmacists' role expanding

PHARMACISTS are investing more time on patient care activities and less on the traditional dispensing role, according to a new study from the Pharmacy Workforce Centre.

An 11-page questionnaire was mailed to US 5,200 pharmacists last year, with an overall response rate of 48.2%.

Full time pharmacists in 2014 devoted 21% of their time to patient care not associated with dispensing, up from 16% in 2009, and 35.3% said they spent "much more" time on this over the last year, the report said.

The research also highlighted that 57% of practising pharmacists were women, up from 46% five years ago, with women outnumbering men in management for the first time since the study began.

CLICK HERE to read the report.

HIV-discriminatory law repealed in Vic

SECTION 19A of the Crimes Act 1958, which contains an offence of intentionally infecting another person with a "very serious disease", defined to mean HIV, is to be repealed in Victoria.

Premier Daniel Andrews said the law was discriminatory, and intentionally infecting another person with a serious disease would still be covered by existing offences.

CLICK HERE for more.



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Health, Beauty and New Products

Welcome to our weekly promoted 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

WHOOPS, Mr President.

If you've ever turned up to the pharmacy looking less than dapper only to have an important meeting, you'll understand how US citizen Lane Futch felt when he arrived at work in a wrinkled polo to meet a Federal official - only to find the official was President Barack Obama, *stuff.co.nz* reports.

To be fair, Futch said he was told it was "business casual" (as opposed to "presidential pizzazz"), the publication reported.

FORGET a bear hug.

Ever needed a hug upon arriving at the dispensary? How about a lion hug?

We ask, because Valentin Gruener seems to have the whole 'job satisfaction' thing down pat, thanks to his unusual friendship with lioness Sirga, whom he rescued as a cub.

Gruener raised the cub, spending most days with her and even taking her out hunting, with the result that Sirga still runs to 'hug' Gruener when he opens her enclosure three years later and several kilograms heavier, *BBC* reports.

You can watch a video of the epic embrace by **CLICKING HERE**.

QUIT monkeying around.

If you were planning to start receiving medicine delivery by drone, watch out for errant chimps, given that a chimpanzee at Burgers' Zoo in Holland has knocked a drone out of the air.

In a prim(at)e example of manipulation of tools, the animal, named 'Tushi', used a tree branch to hit the drone, Associated Press reported.

Apparently, a zoo spokesperson said the drone was trashed after the attempt, because Tushi was "very handy with sticks", the publication reported.

Spotner Skin Tag Remover from Biorevive

Spotner Skin Tag Remover enables the removal of skin tags by means of a topical cryotherapy system that patients can use at home. The Spotner system provides accurate application, ensuring that no cryogen contacts the tag or surrounding skin, the company says. Thick re-usable protective foam plasters (six included) help further protect healthy skin. It combines a simple cryogen initiation system with easy instructions, aiding removal of most skin tags with one application.

Stockist: 03 8416 0399

RRP: \$29.95

Website: www.spotner.com.au



ClarinsMen Line-Control Balm

ClarinsMen Line-Control Balm is formulated to work against wrinkles and sagging of the chin and neck. With a comfortable balm texture, it will help reduce wrinkles and deep lines while renewing and firming the skin, the company says. It absorbs quickly, leaving the complexion with a matte finish. Oat sugars tighten the skin to smooth the surface of wrinkles, while paracress renews the structure of the dermis, Clarins says. The company also says that the Clarins E3P complex protects against pollution. Apply in the morning after shaving.

Stockist: 02 9663 4277

RRP: \$58.00 for 50 ml

Website: www.clarins.com

Body sprays from Impulse

Impulse **Love Story** is a fruity and flirty body spray, combining the delicate scents of lilac, violets and raspberry. **Merely Musk** (pictured) features a blend of lime and sandalwood that results in a clean and fresh perfume. Merely Musk is the signature scent of Bambi Northwood-Blyth, Impulse's fragrance celebrity face. **Into Glamour** body spray features a blend of sandalwood and vanilla to create a feminine scent.

Stockist: 1800 061 027

RRP: \$4.95 each

Website: www.impulsefragrances.com.au



Mirror Shine by Fabulicious

Fabulicious **Mirror Shine** provides top coat, dryer and sealer in one simple product. Nails will receive a mirror shine polish with a tough protective shell by forming a super-hard, high gloss protective layer that surrounds and seals in colour. This enables the nail polish to last longer and remain resistant to chipping. Mirror Shine has a quick-dry formulation that facilitates drying in seconds.

Stockist: 1800 791 381

RRP: \$11.95

Website: www.keysun.com.au

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Why are so many customers itching to buy Licener?

Customers love the:

- Easy application – no combing required to be effective
- Effectiveness – kills both lice and nits in one go
- Neutral smell – no nasty odour
- Gentle formula – dermatologically tested on normal skin
- Fast action – works in just 10 minutes

What customers are saying:

This stuff is amazing! My 10 year old had been getting nits constantly for months. We had spent so much on treatments with no luck. I would sit and comb her hair every night and since using this we have not had one single nit in her hair. What an awesome product.

Facebook post, Karen D

I used it on my daughter after buying stuff from the chemist and trying old remedies, and guess what? It worked, not like all the other things. Highly recommended.

Facebook post, Helen M



\$19.99
RRP



Tune in to **Healthy Homes TV** on Saturday 18 April 2015 at 1pm to see Licener in action



Backed by an extensive national online campaign

Order via Symbion PDE 200131, Sigma PDE 173104, API charge through or by calling 0422 822 832.

