

ETHICAL NUTRIENTS
PROFESSIONAL NATURAL MEDICINES

Menopause and Hot Flush Fix



May be used for the relief of menopausal symptoms:

- Hot Flashes ✓
- Night Sweats ✓
- Disturbed Sleep and Insomnia ✓

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

ETH9552_07/15

Novartis GSK deal

NOVARTIS has reached agreement with GlaxoSmithKline (GSK) to acquire all remaining rights to GSK's human monoclonal antibody atumumab to develop treatments for MS and other autoimmune indications.

The acquisition adds to Novartis' growing multiple sclerosis portfolio which presently includes Gilenya (fingolimod) and Extavia (interferon beta-1b for subcutaneous injection).

ACCC acts on AMI

THE Australian Competition and Consumer Commission has commenced Federal Court proceedings against the owner of Advanced Medical Institute, alleging contempt of court after the company ignored previous rulings which found AMI had engaged in "unconscionable conduct and used unfair contract terms in the way that it promoted and supplied medical services and medications to men suffering from sexual dysfunction".

Pharmacy biosimilar alert

MEDICINES Australia (MA) has expressed concern over the Pharmaceutical Benefits Advisory Committee decision to allow pharmacists to substitute biosimilar drugs in place of biologics prescribed by a patient's doctor.

So-called "a-flagging" of infliximab (Inflixtra) was announced last week and championed by the Generic and Biosimilar Medicines Association (**PD** Fri), allowing pharmacists to substitute the biosimilar for Remicade "without the consent of either the prescribing doctor or the patient," MA said.

While representing the makers of original biologic medicines, MA members also include the majority of biosimilar medicines manufacturers and consequently MA said it supports the introduction and uptake of biosimilars.

Nevertheless allowing pharmacists to substitute the medicines "goes against all the advice...received from international and local experts that there is an absence of an

agreed evidence base to support the safety and efficacy of repeated, or multiple, switching between a biologic and one or more biosimilar medicines," MA warned.

The organisation called on the government to begin a formal process of consultation to develop a comprehensive biosimilars policy, based on evidence, and including appropriate education, which "puts patient safety first," MA said.

"The medical and patient community need confidence that the Australian government and its appointed advisory bodies are making the right decisions in the interest of their health and safety and not based on the government's own bottom line savings targets."

HOWEVER new fact sheets published on the PBS website confirm that doctors retain prescribing control by ticking the 'no substitution' box on scripts, while patients are also able to choose a biosimilar at the pharmacy - see pbs.gov.au.

Brimica approval

THE Pharmaceutical Benefits Advisory Committee has recommended the listing of Brimica Genuair (acclidinium bromide with eformoterol fumarate dihydrate) as an authority required (streamlined) benefit for the treatment of chronic obstructive pulmonary disease.

It can be used in patients already stabilised on concomitant LAMA and LABA therapy, with the listing on a cost-minimisation basis to existing LAMA/LABA combinations.

Other approvals from the Jul PBAC meeting include a temporary Restricted Benefit PBS listing for aciclovir (AciVision) as an alternative to the currently listed but unavailable Zovirax, to ensure access to a treatment for herpes simplex keratitis.

Fri HOYTS winner

CONGRATULATIONS to Paul Rivers from Hospira, who was the winner of Fri's **PD** competition offering two tickets to see any film at his nearest HOYTS cinema.

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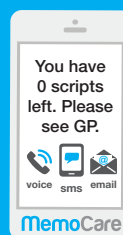
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Pharmacy DAILY

Monday 24 Aug 2015

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Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is

Catherine Cervasio, Founder of Aromababy Natural Skincare.



Educating Parents on Baby Massage

RESEARCH shows that baby massage is beneficial in a variety of ways including to encourage deeper, more restful sleep quality, aid digestion (which may help reduce colic) and improve bonding.

In Australia we have two professional infant massage Associations (IMA Infant Massage Australia and IAIM International Association of Infant Massage) both of whom recommend unscented/essential oil free massage oils for young babies. This is very much in line with UK-based research, which suggests unscented product in general is recommended for the first, important weeks of a babies life.

Organic, bland oils, preferably jojoba, which is actually a liquid wax (and most closely resembles our skin's sebum) sunflower or almond are suggested as the most suitable. A pre-blended product that is unscented (no essential oils or added fragrance) containing a simple mix of cold pressed, naturally beneficial oils such as natural vitamin E, calendula or evening primrose oils, may benefit dry and sensitive skin types. These oils are rich in natural fatty acids and vitamins and can help to moisturise the skin whilst providing a medium for gentle, fluid movement. The natural vitamin E also helps to prolong a product's shelf life ensuring the oil remains fresh, important for natural and organic oils which are otherwise preservative-free.

Stroke conference

SMARTSTROKES, the combined 26th Annual Scientific Meeting of the Stroke Society of Australasia and 11th Australasian Nursing & Allied Health Stroke Conference is being held in Melbourne 02-04 Sep.

More than 1,000 health professionals and researchers from across the care spectrum, showcasing the latest in research and advancements in stroke care, will converge on the Melbourne Convention and Exhibition Centre to hear leading international experts and emerging national leaders in the field present on all aspects of stroke management, from stroke risk reduction and basic science translation to clinical care through to recovery, rehabilitation and community re-integration.

Go to www.stroke2015.com.au.

Liver listings urged

HEPATITIS Australia ceo Helen Tyrrell has urged the PBS listing of new hepatitis C medicines "without further delay," after the Pharmaceutical Benefits Advisory Committee recommended the listing of four new therapies.

"Recommendations alone will not cure anyone...it's time to act on the advice of the experts and add these medicines to the PBS," she said.

IMS Health app launch

IMS Health has announced its launch of *IMS Health Insights*, a free application that delivers the company's "thought leadership materials" from 19 major countries directly to Apple and Android tablet devices.

With the growing demand for easily accessible, global insights on critical healthcare topics, the new app enables decision-makers in life sciences and healthcare to instantly locate and download IMS Health research and white papers.

Content on the app dates from the beginning of 2015 and is continually updated, IMS said.

Available now on [Apple iTunes](#) and [Google Play for Android](#).

Vit E cancer effect

VITAMIN E δ -tocotrienol has been demonstrated to interfere with the metastasising of pancreatic cancer in humans and has again been confirmed with a stronger understanding of its mode of action in a study published in the *Journal of Cancer Research*.

The vitamin was shown to inhibit metastasis through inhibition of epithelial to mesenchymal transition, migration, invasion, angiogenesis, cancer cell signaling and induction of apoptosis.

CLICK HERE for the abstract.

Do you have the Pharmacy Daily app?



DISPENSARY CORNER



CONTROVERSY has erupted in the UK over calls for sanctions against so-called "soft touch" doctors who are too quick to prescribe antibiotics.

The National Institute for Health and Care Excellence (NICE) says that if guidelines on respiratory tract infections were followed then prescription levels would be 22% lower - meaning 10 million less antibiotic prescriptions written every year.

Professor Mark Baker from NICE urged regulators to deal with overprescribing doctors who don't change their habits, with figures indicating that 97% of patients who asked for antibiotics ended up getting them.

NICE is proposing that figures be gathered to identify doctors who are too ready to write scripts, as part of the global push against the rise of antibiotic resistance.

According to a BBC report, other recommendations suggest 'delayed prescribing' where a patient can only use a prescription if their condition worsens, as well as the creation of "antimicrobial stewards" to identify high prescribing levels.

K3 MEDICAL SALES AND ADMINISTRATION

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Win with Aromababy

This week *Pharmacy Daily* and *Aromababy* are giving readers the chance to win an Aromababy prize pack worth \$39.95.

Celebrating 20 years, Aromababy is well known as an affordable, pharmacy-focused alternative to mass produced baby care. Aromababy was Australia's very first, natural baby skincare brand to combine research with the use of organic ingredients. Aromababy is used in select hospitals and may be used on sensitive skin.



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

Is Aromababy a suitable alternative for babies with sensitive skin?

[CLICK HERE](#) for a hint

Check here tomorrow for today's winner.

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