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DURATION OF COLD AND FLU  
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Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.

## Reform Pharmacy deal

**REFORM** Management is inviting pharmacies Australia wide to join their 1,900-strong network to take advantage of the deals on offer. See **page four** for details.

## ASMI voluntary labels

**THE** Australian Self Medication Industry says country of origin details should not be mandatory for therapeutic goods labels.

In a submission to the govt's review of country of origin labelling, ASMI says all therapeutic goods are already highly regulated and are manufactured in TGA-approved sites - including overseas facilities.

"The supply chains for therapeutic goods may be complex, involving multiple parties, markets and TGA approved sites...the more complex a product's supply chain, the more difficult it will be to identify the point at which it is 'substantially transformed' and its precise 'country of origin'," ASMI said.

## Lucentis on the list

**NOVARTIS'** Lucentis (ranibizumab) has been PBS listed today for diabetic macular oedema and retinal vein occlusion.

The anti-vascular endothelial growth factor (VEGF) works by preventing damaged or blocked blood vessels from leaking fluid into the macula and thereby reducing ocular swelling.

The July PBS website update has been posted with other key additions including Xalkori (crizotinib), Vimpat (lacosamide) and a range of generic brands.

**CLICK HERE** to access the data.

## CMA urges deregulation

**COMPLEMENTARY** Medicines Australia says the government review of regulation around complementary medicines provides "the perfect opportunity for greater international streamlining of regulatory requirements".

## PSA Pain award

**KARALYN** Huxhagen has been named as the winner of the 2015 PSA Award for Quality Use of Medicines in Pain Management.

Huxhagen is group facilitator of the Mackay Pain Support Group, with PSA president Grant Kardachi saying she "stood out for her work of integrating care across the health team and targeting patient self-management".

The support group meets once a month and has 355 members.

The award is sponsored by Mundipharma, and Huxhagen will receive registration fees, travel and accommodation to attend the upcoming PSA15 conference in Sydney from 23 Jul-02 Aug.

## Perjeta & Kadcyla PBS

**ROCHE** has announced that effective today, two new HER2-positive breast cancer treatments are being funded on the PBS, Perjeta (pertuzumab) and Kadcyla (trastuzumab emtansine).

Perjeta is used with Herceptin, both targeting the HER2 protein found on cancer cells but working in different ways to block the growth and spread of cancer cells.

They also may support the body's own immune system, Roche said.

## Selling your pharmacy

**PHARMACY** Solutions has all the answers to help you maximise your return, and a holiday incentive as well - see **page three**.

## FDA on bioequivalents

**GENERIC** drug manufacturers have been given a boost by the US Food and Drug Administration (FDA) supporting a new batch of bioequivalence recommendations, according to the Regulatory Affairs Professionals Society (RAPS).

Drugs likely to be targeted early include Sovaldi (sofosbuvir), Northera (droxidopa), Xtandi (enzalutamide) and Olysio (simeprevir) under an Abbreviated New Drug Application (ANDA).

Solvadi is one of the top selling drugs by total revenue and is therefore expected to attract significant interest.

The FDA has identified around 45 drugs that could be affected by the new recommendations.

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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](mailto:newproducts@pharmacydaily.com.au)

### Eczema & Psoriasis Wash and Shampoo by Nourish Naturals

Nourish Naturals **Eczema & Psoriasis Wash and Shampoo** is a gentle body wash and shampoo that helps with the management of eczema and psoriasis. The shampoo and body wash has been formulated with gentle cleansers and essential oils. It is free from sulphates, parabens, synthetics and artificial colours and fragrances and is suitable for children from two years of age and for adults. Nourish Naturals is a proud supporter of the Eczema Association.

Stockist: 1300 555 597

RRP: \$14.95

Website: [www.nourishnaturals.com.au](http://www.nourishnaturals.com.au)



### ALIVE! Women's Multivitamin from Blackmores

Blackmores **ALIVE! Women's Multivitamin** helps with daily energy production and is specifically formulated to support women's needs. It contains a blend of vitamins, minerals, antioxidants and enzymes to enhance immunity, metabolism and stress relief as well as bone, muscle and skin health, the company says. Its key ingredients include B vitamins, zinc, selenium, beta-carotene and vitamins C and D. Adults should take one tablet a day with a meal.

Stockist: 1800 803 760

RRP: \$29.99 for 60 tabs

Website: [www.blackmores.com.au](http://www.blackmores.com.au)

### Baby Lips Lip Balm by Mabeline New York

Maybelline New York **Baby Lips Lip Balm** offers adult strength care for baby soft lips. Available in six fragrances each featuring Maybelline's botanical cellular repair concentrate and SPF20. This precious lip balm is now available in Energising Orange for moisture and hydration, Smoothing Cherry for intense moisture and smoothing, Menthol which is medicated for repair, Anti-Oxidant Berry for protection, Mango Pie and Cherry Velvet.

Stockist: 1300 369 327

RRP: \$3.95

Website: [www.loreal.com.au](http://www.loreal.com.au)



### Ultrafresh Breath Spray

Ultrafresh Breath Spray offers an alternative and convenient way to achieve clean, fresh breath whenever and wherever needed. These sugar free sprays help kill the bacteria that cause bad breath. Each bottle provides more than 100 sprays of lasting fresh breath. Ultrafresh Breath Spray is available in two fresh flavours: Freshmint and Coolmint.

Stockist: 1800 222 099

RRP: \$3.99 for 12 mL

Website: [www.churchdewight.com.au](http://www.churchdewight.com.au)



## DISPENSARY CORNER

A CHINESE technology firm has released a new wireless router specially equipped with a setting for expectant ladies.

Qihoo 360 launched the new gadget with a configuration tool which provides three levels of operation: "wall penetration," "balance" and "pregnant women".

The pregnancy setting is claimed to reduce radiation emitted by the internet access device by 70%.

However rival manufacturer Xiaomi described the "so-called pregnancy mode" as "just a marketing tactic."

"Wi-fi usage is safe, so please rest assured when using it," the company posted on social media.

Qihoo ceo Zhou Hongyi said the new router would be marketed to "people who are afraid of radiation".

Despite the special setting, the World Health Organization says based on a recent in-depth review of the scientific literature, "current evidence does not confirm the existence of any health consequences from exposure to low-level electromagnetic fields".

**AND** while we're on the subject of pregnancy, a Malaysian clothes manufacturer has released a new line of full-length trousers for women to wear while they are giving birth.

Targeting beliefs by some Muslims about modesty and the unseemliness of uncovered legs and ankles, the copyrighted and seemingly extremely comfortable Mama Pride pants are similar to tracksuit bottoms but have "an opening to let the baby out" while still covering a woman's legs during labour.

The Mama Pride website says the product is also suitable for those undergoing pap smears.





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