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Free delivery is available in mid November and there's a 5% discount for online orders - for full details see **page three** of today's issue of *Pharmacy Daily*.

Win with MOR

This week *Pharmacy Daily* and MOR are giving away an Essentials Reed Diffuser each day, valued at \$34.95.

Subtle packaging, bright pastel highlights and ingredient-rich formulations. The Essentials collection presents five memorable fragrances in an assortment of quality products to embrace everyday self-indulgence. Housed in a tinted glass vessel, this aromatic Reed Diffuser will enliven the senses and add a pop of colour to any room.



To win, be the first from QLD to answer the following question. Send your answer to comp@pharmacydaily.com.au

What products are available in the new Essentials Collection?

Need a hint? [CLICK HERE](#).

Congratulations to yesterday's winner, Evelyn Kelly from NSW Health.

Health brands top for trust

BLACKMORES has been named "Australia's Most Trusted Vitamin & Supplement Brand" for the seventh year running, in the annual Readers Digest Trusted Brands Survey.

Blackmores topped the rankings in the Vitamin & Supplements category, with other brands cited including Nature's Own and Swisse.

Overall the most trusted brand in Australia in this year's survey of about 2,400 Australians was Dettol, with others in the top ten including Band-Aid and Johnson & Johnson which were all in the First Aid category of the poll.

Colgate was also highly ranked, ahead of Oral-B and Sensodyne,

CleanEars partnership

BIOREVIVE'S CleanEars has announced a new partnership with the Victorian Deaf Society's Vicdeaf and Hearservice, which includes a \$20,000 donation towards their "Don't Lose the Music Program".

The program educates young people on how to look after their hearing and prevent hearing loss.

The BioRevive Philanthropy Program is also this year partnering with Children's Ground and The Fred Hollows Foundation.

TGA safety advisory

THE Therapeutic Goods Administration (TGA) has advised against a product labelled ActiveSlim slimming capsules that contain sibutramine, the prescription only drug that was withdrawn worldwide in 2010.

while Schwarzkopf was the top hair care brand followed by Dove and L'Orea.

In the pain relief category Panadol came out as the leader, followed by Nurofen and then Panadeine.

Band-Aid, Elastoplast and Johnson & Johnson were the top rated brands in the plasters/adhesive bandages category.

Annual invoices time

THE Therapeutic Goods Administration has issued a reminder about preparing for annual charge invoices with the new annual charge exemption (ACE) scheme replacing the low value turnover (LVT) scheme on 01 Jul.

Critical dates: by 27 Jul you need to have checked the accuracy of your pre-qualified ACE entries, invoices will be issued 03-07 Aug and the deadline for payment is 15 Sep.

Polypharmacy pilot

PATIENTS may be able to save an average of \$364 per year on medications, according to a study in Wanganui, New Zealand, reported in the *Wanganui Chronicle*.

The "Too Many Medicines?" polypharmacy pilot, launched in 2013, has demonstrated that most patients are able to safely reduce the number or dosage of medications they are taking after consultation with the service.

Common drugs ceased include OTCs such as paracetamol, aspirin, and ibuprofen the report said.

6CPA a Greek tragedy?

WITH "no outside competition and strict location rules and trading hours" the recently concluded five-year Sixth Community Pharmacy Agreement (6CPA) deal has been likened to the protected pharmacy sector in Greece.

A letter to the editor in yesterday's *Financial Review* by Dr Quentin Smith of Clapham in South Australia stated that among the conditions for bailout of the Greek debt situation, Greece has had to agree to liberalise a large group of sectors that had previously been well protected, such as bakeries and pharmacies.

Smith pointed out the irony of Joe Hockey's view that the rescue deal with Greece is a "salient lesson in tackling difficult reform early".

A frequent commentator on the politics of doctors and pharmacy, Smith has previously written to the *AFR* about what he referred to as the pharmacy sector's "anachronistic, anti-competitive pharmacy ownership and location rules" and their attempt to get "a bite of the Medicare rebate cherry".

RGH Phcy E-Bulletin

LATEX allergy and injectable products are the subject of this week's RGH Pharmacy E-Bulletin.

The bulletin discusses hypersensitivity reactions associated with exposure to rubber gloves, condoms, catheters, and even sporting equipment, citing possible reactions including urticaria, rhinitis, conjunctivitis, bronchospasm and anaphylaxis.

[CLICK HERE](#) for the issue.



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Guild Update

Keep it handy: Choice report on open-seller medicines

THE recent Choice report titled 'A better deal on drugs' comparing pharmacies and supermarkets on price, range and value in relation to a number of common over-the-counter medicine categories is a document worth filing away for future reference.

The report found that pharmacies are very price competitive and "equalled or beat supermarkets on price when comparing brand for brand."

The report found that pharmacies were not only as cheap if not cheaper than supermarkets in many medicine categories, but they also provided a wider range of brands and pack sizes.

Importantly, the report found that pharmacies, unlike supermarkets, provided customers with health related advice and assistance, when they were purchasing these medicines.

This report exposed the ideologically-driven claims that community pharmacy is not competitive, and is a useful reference for everyone in the sector when the usual suspects allege the pharmacy model is uncompetitive.

The take-out from this report is clear – community pharmacies are a better option than supermarkets when it comes to purchasing open-seller, over-the-counter medicines. Unlike the self-serve supermarket model, consumers have ready access to professional health advice from trained medicine experts in pharmacies.

FDA tracks AEs on Google

ADVERSE events are normally tracked by the US Food and Drug Administration (FDA) via adverse events submitted through voluntary and mandatory reports to its FDA Adverse Event Reporting System (FAERS), but last month, representatives from the FDA and search giant Google met to discuss "adverse event trending".

The FDA is exploring all possible means of sourcing adverse events (AEs) including social media in conjunction with search engine technologies such as Google and

Originator brand consultation process

THE Health Department is seeking feedback on a proposed new list of "originator brands" which will be introduced as part of the recently announced PBS Access and Sustainability Package.

Changes include removing the originator brand from price disclosure calculations, with originator brand data will still need to be submitted for each cycle, as it will always be used for some part of the calculations.

Comments on the proposed originator brands must be submitted by 07 Aug 2015.

To view the table of drugs on the F2 formulary and proposed originator brands [CLICK HERE](#).

Yahoo, according to *Bloomberg*.

The FDA conducted a teleconference with a Google staffer called Evgeniy Gabrilovich, who previously worked with Yahoo where he wrote a paper that used search data to identify suspected adverse reactions.

The paper, which was published in the peer-reviewed *Journal of Medical Internet Research*, analysed 176 million Yahoo queries during 2010 and showed up reactions "that have so far eluded discovery by the existing mechanisms".

The FDA currently receives more than a million adverse drug reaction reports per year, with the sheer volume making it sometimes slow to detect safety issues.

The FDA is also looking at other avenues, with a staffer last year co-authoring a paper about monitoring drug safety via Twitter.

On-the-job Masters

THE University of Pittsburgh School of Pharmacy has created a program to allow working pharmacy professionals to study for a Master of Science in Pharmacy Business Administration.

The first of its kind in the US, the course is jointly operated with the university's Joseph M. Katz School of Business and was piloted with employees of CVS, according to a report in *Drug Topics*.



DISPENSARY CORNER

BRITISH health secretary Jeremy Hunt has created a storm of social media outrage after suggesting that doctors in England are reluctant to work on the weekend.

Last week he threatened to remove a weekend opt-out clause from hospital doctor contracts, saying the so-called 'Monday to Friday culture' was causing the deaths of 6,000 people annually.

Over the weekend hundreds of doctors who were actually working used Twitter to post photos of themselves on the job using the hashtag #ImInWorkJeremy.

One of the captions, from an emergency department physician at Derriford said he was on his sixth shift that week, adding "Damn these lazy doctors and their extravagant weekends".

WHO said men aren't good at multitasking?

A man from Texas has proven his ability to accomplish more than one thing at a time, by filming his wife giving birth as he drives her through traffic to a birthing centre.

Lesia Pettijohn's waters broke while the couple were caught in traffic for more than an hour, and the baby came quickly meaning she had to "self-deliver" their 5kg baby son.

When it became apparent they weren't going to make it, husband John whipped out his cellphone to capture the moment.

The four-minute video reportedly shows him "calmly instructing his wife while she screams 'It's coming out! It's coming out!'" according to KHOU-TV in Houston.

Staff at the birth centre were somewhat surprised to find baby Josiah being cradled by his mother when the couple finally arrived.



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