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CRP rules on PD ad

THE Therapeutic Goods Advertising Complaints Council (TGACC) has issued its determination regarding a complaint about an advertisement for Ethical Nutrients' Urinary Tract Support which appeared in *Pharmacy Daily* in Nov last year.

The advertisement from Health World Limited included a pack shot and text describing the product, along with an illustration of a smiling fairy with a wand.

An anonymous complainant alleged that the advertisement breached section 4(2)(g) of the Therapeutic Goods Advertising Code because it implied that "the product is magical".

However the Panel ruled that while a fairy in isolation could conjure up mystical and magical thoughts, "it seems unlikely that a reasonable consumer would take away a message that the drawing of the fairy amounted to a claim that the product was infallible, unailing, magical or miraculous".

The Panel therefore found that the complaint was not justified.

Antimicrobial resistance

THE Federal Health Department has released Australia's first ever National Antimicrobial Resistance Strategy, aiming to reduce the rising threat of antibiotic resistance.

The four year strategy has been developed in response to statistics showing that Australia's consumption of antibiotics is among the highest in the developed world.

Minister for Health Sussan Ley said in 2013 more than 29 million prescriptions for antibiotics were supplied under the Pharmaceutical Benefits Scheme and Repatriation PBS to over 10 million patients - or a whopping 45% of all Australians.

"The over and misuse of antibiotics has been identified as a significant contributor to the emergence of resistant bacteria," she said.

A recent survey showed that 65% of Australians believed antibiotics would help them recover from a cold or flu more quickly; one-in-five people expect antibiotics for colds and flu and nearly 60% of GPs surveyed; would prescribe

antibiotics to satisfy demands from their patients.

"Antimicrobial resistance is a serious problem and this strategy will guide how we tackle it as a nation - domestically, as well as at the regional and global levels."

As well as driving down the inappropriate use of antibiotics, the new national approach will focus on measures that will prevent disease-causing bacteria from developing resistance to antibiotics.

"Antibiotics and other antimicrobial medicines are a precious resource and this strategy is not about removing access, but about providing guidance to using them in the safest and most effective way," Ley said.

The Australian strategy follows discussions last week at the World Health Assembly to agree to a global plan to respond to the threat of antimicrobial resistance.

Minister for Agriculture Barnaby Joyce said the strategy also guided antibiotic use in animal health and agricultural productivity.

"The strategy will guide actions to monitor, and seek to minimise, the development of antimicrobial resistance in livestock," Joyce said.
CLICK HERE to access the strategy.

PCEHR opt-out trials

THE Health Department is in the process of selecting up to five trial sites across Australia where up to 1m consumers will be able to participate in tests of the new "opt-out" MyHealth Record which will replace the Personally Controlled Electronic Health Record.

Announced as part of the Federal Budget and detailed in a discussion paper released last week, the "reboot" of the e-health scheme aims to significantly boost uptake, with the trials to include two months of consumer information which will allow them to opt out.

After this "skeleton records" will be created for those still in the system which will allow them to log in and set access controls - and then the records would be opened for healthcare providers to begin uploading documents for their patients, according to *Pulse IT*.

Paul Madden, the Department's special adviser for eHealth, told a Senate Estimates hearing yesterday that the funding would cover a communication campaign as well as training for health providers.

 Desktop and Mobile Access	 Pharmacy Board Approved Reference	 Value for Money	 Trusted Quality Data
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MERS-CoV screening

AUTHORITIES in Hong Kong have begun screening travellers arriving from countries affected by Middle East Respiratory Syndrome Coronavirus (MERS-CoV).

That includes arrivals from the Republic of Korea, according to the Department of Foreign Affairs.

GSK vax book launch

GSK Australia has launched a new immunisation resource for Aboriginal and Torres Strait Islanders to encourage families to be proactive when it comes to immunising themselves and their families against preventable diseases.

The book, titled *Baby Savers* is in comic book format with 24 pages and an accompanying poster and uses local animal characters, GlaxoSmithKline said.



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Palliative programs launched

NEWLY appointed Australian Pharmacy Council president Debra Rowett has strongly backed a new online education program which will support pharmacists and GPs involved with palliative care.

Rowett (pictured), who is director of the Drug and Therapeutics Information Service at South Australia's Repatriation General Hospital, has a keen interest in aged and palliative care as well as pharmacoepidemiology and pharmacovigilance.

She told **PD** that the new module had been developed with the involvement of pharmacists as well as palliative care specialists, with prescription guidelines put in place to "instigate positive changes" for palliative care patients and their families and carers.

It's part of the Decision Assist Project which has been funded by the government to enhance the provision of palliative care and advance care planning services to the aged across the country.

Rowett said Decision Assist reflects an integrated approach, with the new training module's launch coinciding with Palliative Care week.

The education program is being made available in partnership with the Australian College of Rural and Remote Medicine (ACRRM) and the Royal Australian College of General Practice, both of whom will

offer it on their respective doctor education portals.

The collaboration is "likely to lead to more older Australians having

their voices heard so they receive the right palliative care, at the right time and in the environment of their choice," according to Decision Assist.

Rowett said it was an inspirational move to bring pharmacists and GPs to "one place, working in conjunction

to amalgamate palliative care in a positive light".

She said the the PalliAGED app which is also part of the program is a valuable resource for health professionals working in the palliative care area.

Decision Assist also includes a 24/7 telephone advisory service for health professionals, specialised workshops and a dedicated website featuring the latest information and advice about advance care planning and palliative care.

See www.decisionassist.org.au.

FTC probing OTC ads

THE US Federal Trade Commission will host a public workshop in Sep to examine advertising for over-the-counter homeopathic products.

It's the latest stage in America's scrutiny of the complementary medicines industry, in response to the massive growth of the sector which has also seen the FDA probe the sector (**PD** 31 Mar).



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PBS PDF changes

THE PDF versions of the monthly Schedule and Summary of Changes published by the Pharmaceutical Benefits Scheme have been redesigned, with changes reducing the duplication of content which can be better accessed via the PBS website.

This includes contact information for poisons information centres and the Department of Human Services in Section 1; explanatory notes in Section 2; Section 3's container prices, fees, standard packs and prices for ready prepared pharmaceutical benefits; and in Section 4 drug tariffs, container prices and standard formulae preparations for extemporaneously prepared pharmaceutical benefits.

See www.pbs.gov.au.

RA growth forecast

THE Rheumatoid Arthritis market in the Asia Pacific region has been forecast to grow at 3.3% over the next six years, to reach an estimated \$7 billion by 2021, according to a new report by business intelligence group GBI Research.

During that period several second-line anti-tumour necrosis factor therapies such as Remicade, Ebrel and Humira will lose patent protection, with GBI saying these drugs are likely to see "substantial revenue losses" once biosimilars are approved.

Ten years for robbery

A US man has been sentenced to a decade in prison after he was arrested following "one of the most violent pharmacy robberies" that police declared they had ever seen.

Prosecutors said James Stile had threatened staff with a sawn-off shotgun before forcing them to lie on the floor, filling a bag with prescription drugs and binding everyone's hands and feet with zip ties before fleeing in a minivan.

Melanoma update

THE new issue of *Australian Prescriber* includes an update on the advances in the medical management of metastatic melanoma, which is the fourth most common cancer diagnosed in Australia.

Novel drugs which target a gene mutation commonly found in tumour cells are discussed, along with immunotherapy - for details see www.australianprescriber.com.

AZ India agreement

ASTRAZENECA has entered into a distribution services agreement with Sun Pharma in India, covering AZ's Axcer which is a new brand of ticagrelor.

Axcer is used for the treatment of acute coronary syndrome, with the ticagrelor molecule also marketed as Brilinta in India since 2012

Win a Dermal therapy pack

This week, **Pharmacy Daily** and **Nice Pak Products** are giving away a Dermal Therapy prize pack including Dermal Therapy Heel Balm Platinum, Dermal Therapy Hand Balm, Dermal Therapy Lip Balm and Dermal Therapy Very Dry Skin Cream.

Dermal Therapy is a clinically proven medicated skin and foot care range designed for people who are prone to very dry skin, Eczema, Psoriasis and Dermatitis. According to Nice Pak, all Dermal Therapy products have been clinically tested with proven visible results and are formulated with Urea. Dermal Therapy products are a combination of innovation and creative thinking that provides effective solutions to common skin and foot problems. Each product is of the highest quality and efficacy and has been developed with Advanced Active Technology with concentrated moisturising base to provide optimum hydration.

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

True or False - Dermal Therapy Fungistop is an affordable fungal nail treatment option to other more expensive treatments on the market.

Congratulations to yesterday's winner, Shawn Brimelow from Sanofi.



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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

Gaia Baby Starter Kit

The small sizes make the most convenient travel companion - now you can take your favourite GAIA Natural Baby products, where ever you go, in the re-usable zip lock "wet pack". This miniature set of 50ml Gaia Natural Baby products includes: Baby Bath & Body Wash, Baby Shampoo, Baby Moisturiser, Skin Soothing Lotion and Baby Massage Oil. The GAIA Natural Baby Starter Kit is just perfect for giving a new mum, taking to hospital and for travelling.

Stockist: 03 9703 1707

RRP: \$22.95

Website: www.gaiaaskinnaturals.com



Almost Bronzer SPF 15 by Clinique

Clinique **Almost Bronzer SPF 15** is a lightweight pressed powder bronzing duo-pack. Shades can be blended together, or may be used separately for a more precise application to highlight desired areas of the face. Suitable for most skin types, it can be used throughout all seasons. Almost Bronzer SPF 15 includes SPF 15 protection.

Stockist: 1800 556 948

RRP: \$59.00

Website: www.clinique.com.au

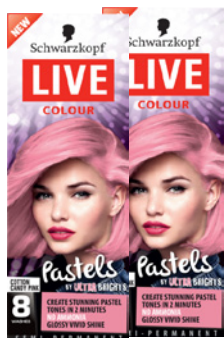
Yves Saint Laurent Black Opium

Yves Saint Laurent **Black Opium** is a glamorous women's fragrance. The fragrance features top notes of mandarin essence, pink pepper essence and pear accord, middle notes of orange blossom, jasmine, and floral solar, and base notes of coffee, patchouli, cedarwood, and vanilla. Black Opium is presented in a striking distinctive bold black bottle with pink labelling to highlight its femininity.

Stockist: 1300 651 991

RRP: \$90.00 for 30 ml

Website: www.lorealparis.com.au



Live Colour Pastels by Ultra Brights - Cotton Candy Pink

Schwarzkopf **LIVE Colour Pastels by Ultra Brights** is a semi-permanent hair colour with a pastel cotton candy pink tone. It is formulated with no ammonia to condition, care and moisturise hair, leaving it soft and shiny. The colour lasts up to six to eight washes and does not require pre-mixing. Other colours are also available with the same six to eight wash permanence.

Stockist: 1800 022 219

RRP: \$5.49

Website: www.schwarzkopf.com.au

Two new AusPARs

THE TGA has released new Australia Public Assessment Reports for prescription medicines (AusPARs) covering Vimizim (elosulfase alfa (rch)) and Fentora (Fentanyl citrate) - for details see www.tga.gov.au.



DISPENSARY CORNER

NOT so creepy after all.

A viral video of a spider crawling out of a man's ear (**PD Mon**) has been revealed to be a fake, with the maker actually showing off his skills as a video effects producer.

However he says he was inspired by real life, after getting "a hell of a case of swimmers ear" when he dived into a nearby lake the previous weekend.

The video, which has now been viewed almost one million times, prompted questions from some viewers who said they thought there was something dodgy about the footage - however other comments urged him to get to a hospital immediately.

FAST food chain KFC has launched legal action in China against three companies, who allegedly used social media to perpetrate claims that the company used eight-legged chickens in its food.

KFC is China's biggest restaurant operator with more than 4,500 outlets nationwide, and in a media release confirmed it is seeking 1.5m RMB in damages - or about \$250,000 - from each of the businesses which were also accused of using the WeChat network to publicise suggestions that KFC chickens were genetically modified to have six wings.

It's suggested that the three accused companies were part of an attempt to manipulate online sentiment on behalf of their clients by posting false information about competitors.

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