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Tomme Tippee now Closer to Nature

THE Tomme Tippee and Closer to Nature brands are coming together, with new unified branding starting to appear on shelf now.

All of the company's products are now fully stocked by all major pharmacy wholesalers - for details see the **cover page** of today's **PD**.

Blackmores serves ace

BLACKMORES yesterday announced it has become an official partner with the Australian Open tennis tournament.

The core pillars of the Blackmores 'Be a Well Being' movement will be showcased through digital and social media plus an integrated print and broadcast campaign across the Australian Open itself plus lead-up events in Brisbane, Sydney, Hobart & Adelaide.

The four year pact will also see the creation of a double storey consumer brand activation on Grand Slam Oval at Melbourne Park.

Today's issue of PD

Pharmacy Daily today has two pages of news, a front cover page from **Tomme Tippee and Closer to Nature** plus a full page for **Monash University Pharmacy School**.

EBOS natural health deal

AUSTRALIAN & New Zealand listed healthcare company EBOS has announced agreement to acquire NZ natural health products business Red Seal for NZ\$80m.

EBOS Group ceo Patrick Davies said the acquisition will be immediately earnings per share accretive and will be funded from the Group's existing debt facilities.

The NZ company leads key segments of the natural health products market including vitamins, minerals and supplements (VMS), herbal teas, non-fluoride toothpastes and "functional foods" including molasses and manuka honey.

Following the trend of Australian natural health businesses RBK,

Swisse and Blackmores, Red Seal has also been experiencing significant growth in export markets, especially China (**PD** 03 Nov) due to an expanding brand profile and trust among local consumers for natural health products sourced from New Zealand and Australia.

"Red Seal is an exciting addition to our Endeavour Consumer Health division, which has an extensive range of health products sold in multiple channels across Australia and New Zealand," Davies said.

"This transaction is part of our ongoing strategic expansion and diversification into areas where we believe there are attractive long term opportunities for our Group," he said, with EBOS confident of expanding Red Seal sales in multiple markets.

Students to register

FINAL-YEAR pharmacy students expecting to complete an approved course of study this year are being urged to apply for registration online four to six weeks prior to their graduation.

This enables a smooth transition from study to work with the approvals required before commencing any internship, according to the Australian Health Practitioners Regulation Agency.

See www.ahpra.gov.au.

GuildCare lung health

GUILDCARE has highlighted Lung Awareness Month, with its monthly calendar now available for download **HERE**.

GuildCare is also reminding pharmacies that a Professional Services Fee of up to \$15 is payable for enrolment of new Spiriva patients in the Boehringer Ingelheim adherence program, with an automatic prompt from the GuildCare software when it detects an eligible participant.

Third on the list for lung health is a reminder to screen for COPD patients over 35 - **CLICK HERE**.

FDA ticks Adynovate

THE US Food and Drug Administration (FDA) has approved Adynovate, antihaemophilic factor (recombinant), PEGylated for use in adults and adolescents, aged 12 years and older, who have Haemophilia A.

Comment clarification

THE Australian Pharmacy Council has advised that John Woodward, who provided the content of yesterday's Weekly Comment column, has been credentialled as one of Australia's first Advanced Practice Pharmacists.

Broad PSA support

THE "vast majority" of members of the Pharmaceutical Society of Australia are satisfied or very satisfied with many aspects of their membership, according to a survey of 1,500 pharmacists across Australia conducted in Aug.

97% of respondents rated the provision of CPD and learning resources as an important or critical function of PSA, with 91% in total satisfied or extremely satisfied with PSA's delivery of CPD.

PSA ceo Lance Emerson said the survey also found 76% of respondents believed membership of PSA was "important or critical" to being a successful pharmacist.

In the survey members also strongly encouraged PSA to do more about key issues including inadequate remuneration, competition from discounters and oversupply of pharmacists.

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Pharmacy DAILY

Tuesday 17 Nov 2015

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RGH on ponatinib

ICLUSIG (ponatinib), a tyrosine kinase inhibitor recently approved for PBS funding is the subject of this week's Repatriation General Hospital Pharmacy E-Bulletin.

The indications for the use of the product are detailed along with some elements of the phase II trial which tipped the approval, dosing, drug interactions of which to be aware and the product's pharmacodynamics and pharmacokinetics.

CLICK HERE to access the Bulletin.

Guild Update

Warning on counterfeit medicines

THE Guild supports the recent warning by the TGA over the risks of using counterfeit medicines.

The TGA says using counterfeit medicines or medical devices carries a "high risk of unexpected or potentially serious reactions" and are usually sourced overseas.

Counterfeit medicines and medical devices are often deliberately packaged to look like the genuine article.

Counterfeit products may contain:

- the wrong active ingredient
- no active ingredient
- too much or too little active ingredient and variations across tablets and batches
- substances withdrawn from sale for safety reasons
- toxic or dangerous substances
- substandard components

If consumers are concerned about counterfeit medicines or medical devices, they can report the matter to the **TGA's online reporting**, by phone 1800 020 653 or email info@tga.gov.au.

Scarlet fever AMR alert

ASIA and parts of the UK are experiencing a resurgence of scarlet fever, highlighting the issue of antimicrobial resistance (AMR) right at the beginning of Antibiotic Awareness Week, says the Pharmaceutical Society of Australia.

Although the childhood disease had almost disappeared over the past century, scarlet fever has reared its head in more than 5,000 cases in Hong Kong, 100,000 cases in China and almost 15,000 in England over the past five years, according to an international study published in *Scientific Reports*.

PSA president Joe Demarte said these findings reinforce the importance of the Society's efforts, through the International Pharmaceutical Federation (FIP) (*PD* yesterday) for pharmacists to drive antibiotic stewardship.

"These scarlet fever outbreaks confirm that bacterial evolution is ongoing," Demarte said.

"Researchers studied the genomes from the Hong Kong and China scarlet fever outbreak strains.

"They found that these strains carried modified genetic elements including the expression of a new super antigen and resistance to tetracycline, erythromycin and

clindamycin," he added.

Demarte also encouraged pharmacists to promote education about AMR, to lobby governments to establish strategies to combat AMR locally, to support optimal use of antibiotics and the development of new antibiotics.

NPS MedicineWise released new data around people's perceptions and requests for antibiotics, revealing details of a recent survey showing 13% of people would ask their doctor for antibiotics when they had a cold or flu, down from 17% last year.

NPS ceo Lynn Weekes also revealed over 28,000 Australian GPs will this week receive a letter showing their recent oral antibiotic prescribing patterns, along with a comparison to that of their peers.

NSAID consultation

THE Therapeutic Goods Administration has published 11 submissions from product sponsors and other organisations in relation to its review of cardiovascular safety of non-steroidal anti-inflammatory drugs and the safety review of diclofenac - to view the documents see tga.gov.au.

Win with remescar

This week Pharmacy Daily and Remescar are giving readers each day the chance to win the new Remescar Spider Veins product, valued at \$44.99.

Remescar Spider Veins is an innovative medical device that instantly prevents and treats superficial discoloured, visual and structural imperfections of skin affected by spider veins. Remescar Spider Veins works by forming a long lasting protective shield over and around the affected area. This thin, transparent silicone film hydrates, protects and restores the upper layer of the skin, hides imperfections, and reinforces and protects blood vessels. Visit <http://remescar.com/au>.

To win, be the first from **QLD** to send the correct answer to comp@pharmacydaily.com.au

Does Remescar Spider Veins help heal and prevent spider veins?

Congratulations to yesterday's winner, Suen Yee Chew from Miranda Day and Night Pharmacy.

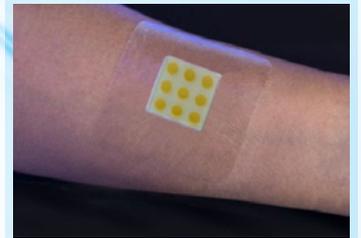


DISPENSARY CORNER

NOW this is clever.

A new wound dressing that changes colour when it detects infection is being touted as a way to avoid unnecessary use of antibiotics.

Developed by researchers at Bath University in the UK, the dressing releases fluorescent dye from tiny capsules when toxins are released by wound bacteria.



The dressing (pictured) will help doctors identify bacterial infections - particularly in burn victims - and treat them faster.

According to the *BBC* physicians find it difficult to easily diagnose infections without moving dressings, which can be painful and possibly create scarring.

Because of this antibiotics are often prescribed as prophylaxis, increasing the opportunity for antimicrobial resistance.

SLEEP doctors have recommended that smartphones and tablets be updated to include a new "bed mode" in order to avoid disrupting people's sleep.

Professor Paul Gringras said an automatic "bedtime mode" should filter out light at the blue and green end of the spectrum, which can interfere with the body's natural circadian rhythm.

In a study published in *Frontiers of Public Health* he found there was a trend for new devices to be larger, brighter, with more contrast and more blue light.

He said using such a gadget in the evening could prevent you falling asleep by an extra hour.

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Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Travel Daily group of publications.

Publisher: Bruce Piper info@pharmacydaily.com.au

Reporter: Mal Smith

Contributor: Jasmine O'Donoghue

Advertising and Marketing: Magda Herdzyk advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

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