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## Sigma Coeliac testing

**SIGMA** Pharmaceuticals is now offering in-pharmacy Coeliac testing using the Simtomax screening tool, with the option available in Amcal, Amcal Max and Guardian pharmacies across the country.

Sigma says the pre-screening test is an example of how a collaborative approach can help Australians better manage their health.

The accessibility of pharmacists and the screening test encourages patient conversations about the symptoms, assisting identification of at-risk patients for GP referral.

For more info see the **last page**.

## Vic ticks medicinal cannabis

**MEDICINAL** cannabis is set to be legalised in Victoria (**PD** breaking news yesterday), with locally produced products to be made available in "exceptional circumstances" from 2017.

The Guild and the PSA have both welcomed the move, which will see pharmacists play a key role.

Victorian Guild president, Anthony Tassone, said "the Guild supports initiatives that have the potential to improve the quality of life for people who are chronically or terminally ill and who are not responding to other treatments".

And Acting PSA national president, Michelle Lynch, said "having pharmacists acknowledged as best-placed to dispense medicinal cannabis is welcomed as it ensures that medicines experts are available to advise and counsel patients using these products".

She said the Victorian move

aligned with PSA's policy on medicinal cannabis.

"PSA also supports the development of an information and education program to support pharmacists in the dispensing of cannabis-based therapies," she said.

Victorian premier Daniel Andrew said the government would prioritise access to medicinal cannabis for children with severe epilepsy in early 2017, with other indications including severe muscle spasms from multiple sclerosis, severe pain from cancer or HIV/AIDS, or severe chronic pain with the approval of two specialists.

An independent medical advisory committee will also be established to provide advice about expanding eligibility to further patient groups.

An Office of Medicinal Cannabis will be set up with the state Department of Health and Human Services to oversee the manufacturing, dispensing and clinical aspects of the framework, as well as encouraging research and the development of clinical guidance in consultation with health professionals.

## Big wins for Mater

**LOCALLY** produced Mater baby and maternity products have received three key awards in recent weeks, with Mater Baby Wash taking out Gold at the 2015 Australian Mother & Baby Magazine Awards.

Mater Newborn First Weeks Nappies also won Gold in the Best New Product category and Silver in the Consumer Product category at the Internatioal Business Awards (Stevie Awards).

Mater Mothers' Hospitals director of women's health services, Maree Reynolds, said she was excited at the accolades, adding "as Australia's largest maternity service we are proud to deliver an award winning range of products that allows the exceptional Mater care to continue from the hospital into the home".

## Support for PSS urged

**THE** Pharmacists' Support Service is inviting pharmacists to consider giving a tax deductible donation during mental health week which runs from 04-10 October.

PSS president John Coppock said the service is just a phone call away for pharmacists, interns and students on 1300 244 910.

## Today's issue of PD

**Pharmacy Daily** today has two pages of news, plus full pages from (**click**):

- Pharmacy 4 Less
- Sigma

## McNeill honoured

**FELICITY** McNeill, head of the Office of Health Protection and former First Assistant Secretary of the Pharmaceutical Benefits Division of the Federal Department of Health has been named as the ACT finalist in the 2015 Telstra Business Women's Awards.

She was cited as a "prime mover in the systematic reform of the Pharmaceutical Benefits Scheme," leading about 180 staff to provide timely and affordable access to medicines across Australia.

## Win with DESIGNER BRANDS

This week Pharmacy Daily and Designer Brands are giving away each day a pack of all five shades of Longwear Matte Lip Gloss.

The newly launched and extremely popular Longwear Matte Lip Gloss provides 24 hour, highly pigmented lip colour. The innovative formula contains Aloe Vera Extract, Peptide Complex, Green Tea Extract and Vitamins A, C and E to keep your lips looking and feeling flawless.

It's available in five shades. Visit [www.dbcosmetics.com.au](http://www.dbcosmetics.com.au)

To win, be the first from QLD to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What vitamins does Longwear Matte Lip Gloss contain?

Congratulations to yesterday's winner, **Cindy Hume** from Pharmacy Guild of Australia.



## HELP YOUR CUSTOMERS BREAK FREE FROM THE SYMPTOMS OF MEDICALLY DIAGNOSED IBS

Ethical Nutrients IBS Support contains the extensively researched and exclusive probiotic strain, *Lactobacillus plantarum* (299v) which may help reduce the symptoms of IBS including:

- Pain
- Constipation
- Diarrhoea
- Bloating
- Gas

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

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## Vitamin shift to pharmacy

**COMMUNITY** pharmacy is seeing a significant increase in market share when it comes to sales of complementary medicines, according to a recent report from Roy Morgan Research.

Based on a poll of just over 15,000 Australians for the year ending 30 June 2015, the proportion of vitamin buyers making their products at supermarkets has fallen from 33% to 28%, due primarily to a drop in people purchasing these items from Woolworths/Safeway.

The market share of health food stores also declined from 14% to

9%, with Roy Morgan noting the increasing tendency to purchase vitamins, minerals and supplements from a chemist - rising from 44% of all vitamin buyers in 2011 to 54% as of June 2015.

"Despite ongoing medical debate about whether vitamins actually work, an increasing number of Australians are buying them, with chemists their favourite place of purchase," according to Roy Morgan gm consumer products, Andrew Price.

"Although there is no denying the convenience of picking up one's vitamins at the supermarket with the rest of the groceries, the proportion of consumers doing this has declined in recent years".

Price said one factor could be the larger range of vitamins generally available in pharmacies.

The data revealed that women were far more likely than men to purchase complementary medicines, particularly females aged between 35 and 65.

## Naloxone set for S3

**THE** Advisory Committee on Medicines Scheduling has recommended that a new S3 entry be created for naloxone from 01 Feb 2016, when packaged for the treatment of opioid overdose.

Reasons cited included that it is a "well-tolerated life-saving medicine with minimal side effects".

## Registration cancelled

**THE** NSW Civil and Administrative Tribunal has ordered that the registration of pharmacist Tareq Ahmad be cancelled, after he was prosecuted by the Health Care Complaints Commission.

The Commission alleged that Ahmad had "engaged in a course of conduct aimed at defrauding his employer whilst working as a Pharmacist in Charge at a Bankstown pharmacy in the period May to September 2012".

The alleged conduct involved a range of breaches and improper conduct including making false entries in the pharmacy dispensing system and the S8 dangerous drugs register, not accounting for missing S4D and S8 drugs, and not keeping the S8 safe key on his person.

The tribunal found that the conduct was deliberate, and resulted in restricted medications being diverted to persons who did not have valid prescriptions.

Ahmad is not allowed to make an application for re-registration for two years.

## Mental health reform

**HEALTH** minister Sussan Ley has signalled "significant structural reform" for Australia's mental health system, based on an implementation plan proposed following a review which found existing programs and services to be "fragmented and disjointed".

She said it was clear that "we needed to re-think our approach to mental health, and change the focus from a service-centred approach to one where services are organised around the needs of the person".

Ley said she expected to announce the outcome before the end of the year.

## FDA Aristada approval

**THE** US Food and Drug Administration has approved Aristada (aripiprazole lauroxil) extended release injection to treat adults with schizophrenia.

The medication is administered by a health professional every four to six weeks.

## Journalists x 2 || Epping, NSW

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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)



### DISPENSARY CORNER

**RESEARCHERS** at the University of Western Australia have made a significant breakthrough in human behaviour, by figuring out why hipsters like to grow beards.

According to a study published in the *Evolution and Human Behaviour* journal, men are feeling under pressure from their peers, and are responding by attempting to appear more aggressive with their facial hair.

Dr Cyril Grueter and his colleagues were investigating the hypothesis that primates living in large communities develop increasingly ostentatious "badges" in the hope of enhancing male sexual attractiveness.

Examples include elongated noses on proboscis monkeys, cheek flanges in orang-utans and beards on humans.

After looking at 154 species they found the male adornments were more pronounced in situations where social and physical contact were common and there was limited individual recognition.

"When you live in a small group where everyone knows everyone because of repeated interactions, there is no need to signal quality and competitiveness via ornaments," Dr Grueter wrote.

By contrast, in large groups where individuals are surrounded by strangers "we need a quick, reliable tool to evaluate someone's strength and quality, and that's where these elaborate ornaments come in," he added.

It may not just be hipster beards - in the case of humans, the study concluded, "this may also include phenotypic extensions such as body decoration, jewellery and prestige items".

Earlier this year a survey by appliance maker Braun found men feel 53% more attractive to women when they have a beard.



### Blooms New Liquid Hair, Skin & Nails formula!

Great tasting Blooms **Hair, Skin & Nails** with natural Australian grown Cherry, colloidal Silica and Vitamin C is vegetarian friendly and contains no added sugar. It helps assist collagen production and provides essential nutrients to support healthy hair, skin and nails. The Australian Cherry extract in Blooms Hair, Skin & Nails is naturally rich in deep red antioxidants (polyphenolics, flavonoids and anthocyanins) to help protect cells from potential free radical damage.

**Stockist:** 1300 181 323

**RRP:** \$ 39.95

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



### Stratamark, the new clinically proven stretch mark treatment

**Stratamark** is the first clinically proven medical product for the prevention and treatment of stretch marks and is TGA listed. Developed and manufactured by Swiss-based company Stratapharma AG, Stratamark is an odourless, transparent gel that dries into a thin, flexible sheet. It allows the skin to normalise the collagen synthesis cycle while hydrating and protecting the skin. Stratamark prevents new stretch marks from forming, softens and flattens raised stretch marks, reduces redness and discolouration, and relieves itching and discomfort. Due to its unique formulation and effectiveness, only a very small amount of gel is required per application.

**Stockist:** 1800 567 007

**RRP:** Stratamark Stretchmark Therapy Gel 20g, \$49.95 or 50g \$89.95

**Website:** [www.stratamark.net](http://www.stratamark.net)



### 48 Mineral Eye Shadow Palette from Designer Brands

Designer Brands **48 Mineral Eye Shadow Palette** is an eye shadow feast that features 48 different rich, vibrant shades. The palette provides true pigment colours that feature a vitamin A infused long lasting formula. It also includes soft, double-ended applicators for precise coverage.

**Stockist:** 1300 765 332

**RRP:** \$17.99

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

### Lifestream vitamin C powder - new release

Wholefood nutritionist, naturopath and chef Janella Purcell has announced the launch of Lifestream **Natural Vitamin C Powder**, a new 100 percent natural wholefood supplement that can be added to cereal, salads, smoothies, juices and other dishes, the company says. An important antioxidant that boosts immunity, particularly when needed in the colder months and during stress, Vitamin C is also renowned for promoting healthy gums and supporting strong, healthy collagen and connective tissues.

**Stockist:** 1800 001 055

**RRP:** \$27.95 60g

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



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Sydney Tuesday 13<sup>th</sup> October

Newcastle Wednesday 14<sup>th</sup> October

Canberra Wednesday 28<sup>th</sup> October

Western Australia Friday 6<sup>th</sup> November

Queensland Friday 13<sup>th</sup> November

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# PHARMACY 4 LESS

## DISCOUNT CHEMIST



# SIGMA BACKS PATIENT CENTRED CARE

**SIGMA BELIEVES THAT PHARMACISTS ARE THE MOST ACCESSIBLE HEALTHCARE PROFESSIONALS, PLAYING A VITAL ROLE IN HELPING MOTIVATE PATIENTS TO TAKE CONTROL OF THEIR HEALTH AND TO NAVIGATE THE HEALTHCARE SYSTEM.**

We stand by the point of care Coeliac Disease testing offered in Amcal and Guardian pharmacies.

Pharmacist-led professional services play an important signposting role for patients who often do not seek treatment - motivating them to see their GP.

In pharmacy Coeliac testing using the Simtomax screening tool is one part of the solution, helping to find “*silent Coeliac Disease*”, a seriously under-diagnosed condition.

The Simtomax test is used extensively in medical practices across Europe and is proven to have a high degree of accuracy. It is also approved by the TGA as a point-of-care test when performed by a healthcare professional. Concerned patients

are pre-screened in pharmacy to assess their risk of having Coeliac disease. This testing encourages patient conversations about the symptoms and also helps identify at-risk patients to refer to their GP.

In the event of a negative test, pharmacists are well placed to motivate patients to discuss any symptoms with their GP.

Sigma strongly believes a collaborative approach can produce a more effective and efficient solution to help the Australian public better manage their health.

	SIMTOMAX	CONVENTIONAL LAB SEROLOGY TESTING
NEGATIVE PREDICTIVE VALUE <sup>#</sup>	*98.7%	*98.5%
SENSITIVITY	*92.7%	*91.2%

<sup>#</sup>(ie ruling out Coeliac).

- ✔ *“The performance of Simtomax was comparable with standard serology as a screen test\*”*
- ✔ *“Validates its potential as an office-based tool for rapid serologic testing\*”*
- ✔ *“Has the potential to improve the investigation of Coeliac disease by reducing missed diagnoses, unnecessary investigations, and associated costs\*”*



\*Clinical Gastroenterology and Hepatology 2015;13:1278-1284, titled “Increased Detection of Coeliac Disease With Measurement of Deamidated Gliadin Peptide Antibody Before Endoscopy”

FOR MORE INFORMATION  
PLEASE CONTACT

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