

NEW

Baby's Inner Health Starts During Pregnancy

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Naomi Simson to present at APP2017

REDBALLOON founder and *Shark Tank* star, Australian entrepreneur Naomi Simson has been announced as one of the keynote speakers at next year's Australian Pharmacy Professional (APP) conference.

Simson will speak on 'Creating a Customer Experience' on Fri 10 Mar, "exploring ways to encourage customer WOW moments in an era of transparency, and why treating employees as customers will determine the customer experience".

APP takes place 09-12 Mar at the Gold Coast Convention Centre - see www.appconference.com.

Tender extended

THE deadline for submissions to the Health Department's current tender relating to Health Care Homes (*PD* 30 Nov) has been extended by a week, with applications now due on 22 Dec.

No such extension applies to the Tranche 2 funding applications for the Pharmacy Trial Program, which must be lodged by 2pm AEDST tomorrow - for more information see health.gov.au.

#SeatsUpForSanta

GSK has sponsored the #SeatsUpForSanta campaign, which aims to raise awareness of prostate enlargement, or benign prostatic hyperplasia (BPH) in men.

A campaign video depicts busy Santa trying to manage his multiple deliveries on Christmas Eve while have to make frequent toilet stops.

The campaign encourages men over 50 to speak to their doctor if they find themselves having to get up more than once a night, because although not life-threatening, BPH can reduce quality of life.



TGA international strategy

THE Therapeutic Goods Administration (TGA) has outlined how it will interact with overseas organisations going forward, with a new International Engagement Strategy 2016-2020 articulating the agency's "key international business priorities".

The document details ways in which the TGA will act in line with the government's Response to the Expert Panel Review of Medicines and Medical Devices Regulation, which accepted a range of recommendations aiming to speed up approval of new medicines based on overseas trials.

The TGA reform agenda includes increasing the use of overseas assessments by comparable regulators, increasing flexibility in pre-market assessment processes including expedited evaluations and provisional approvals, and "taking a more risk-based approach to variations to medicines and medical devices and access to products not listed on the Australian Register of Therapeutic Goods".

Under the policy the TGA will continue to support the Medical Device Single Audit Program, as well as develop a more

comprehensive post-marketing monitoring scheme including enhanced collaboration and the exchange of information with overseas regulators.

The agency will "provide access for Australian consumers to certain medicines and medical devices that have had evaluations either conducted in part or comprehensively by comparable overseas regulators," with the aim of reducing duplication, while still maintaining oversight by the TGA as the "final decision-making authority" - see www.tga.gov.au.

CSL supports BTF

CSL Limited has announced it will be a co-investor in the Government's Biomedical Translation Fund (BTF) which has been developed to stimulate investment in commercialising Australian medical science.

The investment will form part of a fund called the Medical Research Commercialisation Fund (MRCF) which will see \$115 million of public funds matched by \$115 million of private investment.

Medicines Australia welcomed the move as a strong demonstration of CSL's ongoing commitment to research in Australia.

New wellness mobile app

CHEMIST Warehouse Group (CWG) has launched a new TVC campaign 'Another Life Saved' to support the new Wellness@YourFingertips Mobile App initiative first released on 11 Dec 2016.



real-life scenarios to convey the message that the Chemist Warehouse App 'saves lives'.

The app includes refill notifications, dose reminders, a pharmacy chat option and shop now

The innovative and free wellness app aims to keep consumers up to date with their medication and prescriptions, ensuring they better manage their medications to avoid forgetting, or running out of their prescriptions ever again, CWG says.

The TVCs take a light-hearted exaggerated approach to everyday,

section, by which customers can shop at any CW store.

In addition news, events, coupons and store details are all available through the app.

To sign up for the free app, customers need to register with a pharmacist at their local Chemist Warehouse store.

Sun Pharma seals osteoarthritis deal

SUN Pharma has signed an exclusive worldwide licensing deal with Israeli firm Moebius Medical to further develop MM-II, a "novel pharmaceutical candidate for the treatment of pain in osteoarthritis".

MM-II is a novel non-opioid product which leverages the physical properties of proprietary liposomes to lubricate arthritic knee joints, reducing friction and consequently joint pain.

Under the agreement Sun Pharma will fund further development of MM-II and undertake its global commercialisation.

The first human clinical study showed the product's "fast onset of action and its potentially better efficacy and comparable safety for alleviating osteoarthritis pain as compared to Hyaluronic Acid injection".

Win with Blistex

This week Pharmacy Daily & Blistex are giving away each day a prize pack containing Blistex lip balms: Ultra Lip Balm, Five-Way Lip Protection, Lip Conditioner, Lip Conditioning Balm, Intensive Repair, Deep Renewal and Happy Lips Melon.

Blistex lip balms are dedicated to delivering superb moisturisation and protection to lips all year round. Blistex effectively moisturises dry lips, protects lips from all weather conditions, and feels amazing on the lips. The addition of SPF sunscreen protection makes Blistex a great choice for your lips over summer. Feel the difference of beautifully healthy lips with Blistex. For more information **CLICK HERE**.

To win, be the first person from WA to send the right answer to the question to comp@pharmacydaily.com.au

Happy Lips is available in three flavours. What are they?

Congratulations to yesterday's winner, Regan Tare from Ramsay Pharmacy at Greenslopes Private Hospital.



Always read the label. Use only as directed.

Now's the time to book "The Book" and share in rewards valued at over \$26,000*

Our pre-publication promotion is back and we again want to support you the pharmacist, the doctor, the nurse.

All you have to do is purchase the 2017 AMH book or any current resource - between Nov 14 & Dec 31 - and you will receive an automatic entry to win one of these great rewards*.

Prizes include attending a conference related to your profession, new laptop computers and future editions of AMH resources.

*Terms & Conditions apply. For full prize information and for Terms & Conditions please click on the link here to take you to the competition page.

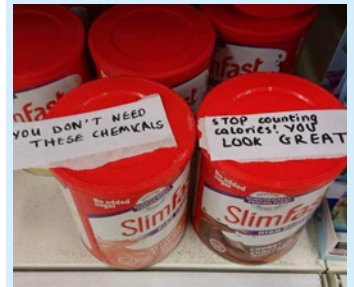


Dispensary Corner

CUSTOMERS looking to buy Slim Fast at Tesco in Coventry, UK were met with some surprise notes to make them think twice about picking up the product.

A mystery visitor taped hand written messages to the meal replacement shakes (pictured below), suggesting those buying the product "don't need these chemicals" and should "stop counting calories" because they already "look great".

While no one has claimed responsibility for the vigilante action, some are suggesting that it may be the work of students at the nearby University of Warwick.



A GRANDMOTHER selling painted, life-like dolls was reported to police as a suspected human trafficker.

The Ohio woman has told media she was in total shock when the police came knocking to ask if she was selling human babies.

"Are you kidding me," she asked them incredulously.

Upon realising it wasn't a joke, she let the police hold her realistic dolls until they were satisfied she was not trafficking real newborns.

The babies are made from vinyl and are used as therapy dolls for dementia patients.

You can check out her company Bunny Bundles Reborns [HERE](#).

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

Dreambaby Premium Appliance and Fridge Latch

Dreambaby recommends appropriate locks and latches for every cupboard and has special products for that, but what about your fridge and dishwasher? Make your kitchen a safer place by installing Dreambaby Premium Appliance and Fridge Latch, preventing inquisitive little fingers from accessing dangerous things such as sauces, wines, medicines and in the dishwasher, scalding hot crockery or sharp cutlery. Easily installed and self-locking, this latch will instantly protect your children from these dangerous environments.



Stockist: 02 9386 4000
RRP: \$7.95
Website: www.dreambaby.com.au

Invincible EDT by DB Cosmetics

This versatile fragrance can be worn on any occasion, in any season. The Invincible EDT by DB Cosmetics leaves a resolutely masculine freshness on the skin, with hints of leather and a lingering style. This Eau De Toilette (EDT) brings men's fragrances to a new level of sophistication at an amazingly affordable price, so it has to be tried to be believed. The strong stocky bold blue bottle gives 100mL of value and quality in one product, from the world of DB Cosmetics and inspired by Paco Robane 'Invictus', just in time for that last minute Christmas gift option.

Stockist: 1300 765 332
RRP: \$9.99
Website: www.dbcosmetics.com.au

Dove Damage Therapy Intensive Repair Conditioner

Looking for the best conditioner for damaged hair? From styling to changes in the weather, our hair goes through a lot every day, but with the right products you can have nourished hair, inside and out. Dove has created Damage Therapy Intensive Repair Conditioner to smooth, visibly repair damage and strengthen every strand against breakage. Even the most damaged hair can look healthy day after day. For comprehensive benefits, use with Dove Intensive Repair Shampoo, and thereby gain both instant and progressive results with continuous use.

Stockist: 1800 061 027
RRP: \$6.89
Website: www.mydove.com.au

Bare-Faced Beauty purse pack

Trilogy has brought out the best of its cleansing and toning products in this stunning purse pack. The perfect party-season pal, the Bare-Faced Beauty purse pack comes with three handbag-sized nourishing, hydrating and reviving skin saviours. This holiday season's essential is the perfect beauty must-have. Surprise a loved one with the iconic natural Rosehip Oil Antioxidant+, a refreshing spritz of Hydrating Mist Toner and experience the tropical fragrance when applying the skin-soothing Make-Up Be Gone Cleansing Balm.



Stockist: 1800 651 146
RRP: \$24.95
Website: www.trilogyproducts.com

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