

Today's issue of PD

Pharmacy Daily today has three pages of news, plus a full page from **Para'Kito**.

COO labelling - CMA

THE complementary medicines industry in Australia is raising its profile with a new partnership between the sector's peak body, Complementary Medicines Australia, and the not-for-profit Australian Made Campaign.

At present, country of origin (COO) labelling is only voluntary, and according to Complementary Medicines Australia ceo Carl Gibson, underutilised.

"The industry in Australia is uniquely regulated, setting us apart from the rest of the world" Gibson said.

COO labelling has created a "significant competitive advantage for local manufacturers in recent years" he said.

"Unlike our competitors overseas, Australia's complementary medicine industry is regulated by the Therapeutic Goods Association, which requires stringent quality assessments of raw materials and pharmaceutical-grade manufacturing facilities – that differentiation is incredibly valuable."

Australian origin branding has dominated growth in some CMs through Asia in recent months.

"We see the iconic green-and-gold Australian Made kangaroo logo as the most distinctive way to promote 'Australia's clean and green' complementary medicines to the world," Gibson said.

China trade mission invite

THE Australian Minister for Trade and Investment, Andrew Robb, is planning to lead an Australian Government business mission to China from 11-15 Apr 2016, and inviting interested parties to apply to join the mission, government sources have announced.

Australia Week in China (AWIC) 2016 will consist of around 80 trade, investment, education and tourism promotion events, delivered across multiple cities.

The events are designed to highlight commercial opportunities bolstered by the rise of an affluent middle class and the China Australia Free Trade Agreement.

Recent trade growth in complementary medicines, baby formula and other Australian labelled products (see article left) has highlighted the massive opportunities afforded by a growing economy with an increasing trend to consumer based growth, away from an export economy.

The program visits three cities with industry networking

opportunities and site visits in Beijing, Hangzhou and Shanghai.

The mission will enable delegates to meet government and industry experts, e-commerce companies, distributors and retailers to share insights, see China's e-commerce capital including a cross-border distribution centre and headquarters of Alibaba and NetEase Kaola as well as developing brand differentiation strategies together with a retail visit.

Expressions of interest close 18 Mar 2016 - contact Trade Advisor Damien Zumbo on 02 9392 2898.

New Zika threat

PRESENTLY understood to be readily transmitted by the aedes aegyptae mosquito, the Zika virus has now also been detected in aedes albopictus, better known as the tiger or Asian tiger mosquito, a related species that has been responsible for transmission of two other arboviruses in Gabon, in the Republic of Congo on the west coast of Africa.

With "the global spread of this insect, these results present a new potential threat to human health around the world," says the French research group *Institut de recherche pour le développement*.

The tiger mosquito has also been responsible for the spread of dengue and chikungunya viruses, the Institut said.

A special pathology testing centre has been established in Townsville to rapidly test for Zika in humans, Australian authorities have said.

APP2016 in 4 weeks

THE Pharmacy Guild of Australia has announced there are just four weeks to the premier pharmacy event of the year, APP2016.

New features include an expanded facility for the trade exhibition as well as a trade exhibition theatre with sessions on topics from personal and professional development to food and wine tasting.

In addition, delegates can seek out the Arrow Pharmaceuticals Lounge, use the meeting pods, photo booths, Fred Telstra Internet Café, Mylan Coffee Lounge or the APP2016 Pamper Lounge.

The conference also offers the opportunity for delegates to win one of two cars, a Mitsubishi Mirage or a Toyota Yaris, by visiting the relevant exhibition stand.

Registration has been reduced for some groups - **CLICK HERE**.

Canada recalls Advil

PFIZER is voluntarily recalling 126 lots of Advil liquid products for infants and children in Canada because "clumps" may form in the bottles affected and lead to higher or lower doses given to infants and children if the products are not shaken well before each use, reports Regulatory Affairs Professional Society.

No such problem has yet been reported in Australian supplies.

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Jobs of the Week

- **Pharmacist** - Geelong, VIC (Job# 2012088)
Multi-Pharmacist team within a short drive of the popular beach-front.
- **Pharmacist Manager** - Darling Downs Region, QLD (Job# 2012091)
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- **Pharmacist in Charge** - Riverina Region, NSW (Job# 2012037)
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Pharmacist phone intervention

THE Medicines Advice Service Evaluation (MASE) conducted a trial of a pharmacist-led telephone-based intervention which may improve medication adherence, and has been published in *BMJ Quality and Safety*.

677 patients prescribed at least one oral medication for type 2 diabetes were recruited to the study and randomised (340 intervention, 337 control).

Intervention involved two telephone consultations with a pharmacist four to six weeks apart, plus a written summary and a reminder chart.

Analyses of dispensing data revealed the odds of being classified as adherent ($\geq 90\%$) were 60% greater for the intervention group compared with the control group, however, patients who provided blood samples, glycaemic and lipid control did not differ.

Further work is needed to confirm a trend - [CLICK HERE](#) for the study.

St Vincent's gives wrong drug dose

UP TO 70 cancer patients were given the wrong drug dose for a period of three years at Sydney's St Vincent's Hospital, according to reports by *ABC News*.

Medical oncologist Dr John Grygiel reportedly prescribed the same flat dosage of the drug carboplatin to patients with head and neck cancer without adjusting it according to their individual needs.

The dose is usually between 200 and 300mg but Dr Grygiel prescribed the same 100mg to all.

Hospital staff were reportedly aware of the error for at least six months but waited on the results of an external investigation released this week before contacting affected patients.

St Vincent's Hospital has said the rate of "current disease and death was within expectations among this group of patients and the drug was a secondary treatment for all 70 patients."

Four of the 70 patients relapsed.

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CEO confidence down

KINETICOS, in partnership with Ipsos Healthcare and Demy-Colton Life Science Advisors, have announced the Q4 2015 results of the Biopharma CEO Confidence Index, revealing a downward trend.

The measure is a forward-looking indicator designed to measure CEO confidence in the biopharma industry's economy.

Those CEOs with high confidence levels of being able to raise capital in the next 18 months declined from 53% in Q3 to 39% in Q4, while those who viewed the current deal landscape as good, declined from 82% to 61% in the same period.

CEOs very confident in their ability to deliver therapies in three to five years remained stable in Q4 at 91% compared to 86% in Q3 but only 33% of CEOs believed transaction values were increasing in Q4, compared to 59% in Q3, the report said.

The data also showed that oncology (37%) and neurology (33%) remain the focus of licensing transactions - [CLICK HERE](#) for more.

Biosimilars course

THE US Food and Drug Administration (FDA) has released a free Continuing Education Course to help health care providers understand biosimilars.

Biological products that are "biosimilar" to, or "interchangeable" with, an already-approved FDA biological product, described as the "reference" product, with similar access and cost-saving motivations applying to Australia's Therapeutic Goods Administration (TGA).

[CLICK HERE](#) for the FDA course and [HERE](#) for TGA information.

AbbVie Q1 dividend

GLOBAL, research-based biopharmaceutical company AbbVie has declared a quarterly cash dividend of US\$0.57 per share, payable 16 May.

Since the company's inception in 2013, AbbVie has increased its dividend by more than 42%, the company said through its NYSE announcement.

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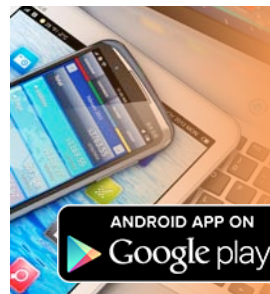
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*Hardware requirement: within the last 5 years depending on specifications



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Events Calendar

WELCOME to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

20 Feb: Provide First Aid; UoNDRH Tamworth Education Centre; visit: www.psa.org.au

4-6 Mar: NSW Annual Therapeutic Update; Crowne Plaza Terrigal; visit: www.psa.org.au

5-6 Mar: Emergency Medicine Seminar; Crowne Plaza Melbourne; details at: www.cpd.shpa.org.au

12-13 Mar: Oncology Seminar (foundation); Parmelia Hilton Perth; more info at: www.cpd.shpa.org.au

17-20 Mar: Pharmacy Guild of Australia Annual National Conference APP 2016, Gold Coast - more information at: www.appconference.com

15-17 Apr: PharmHack: The world's first pharmacy hackathon; Fishburners, Ultimo; details at: www.pharmhack.com.au

16-17 Apr: Victorian Pharmacy Conference 2016; Monash University, Parkville; more info at: www.psa.org.au

1-10 May: 41st Offshore Refresher; Cape Town and Sun City, South Africa; details at: www.psaoffshore2016.com.au

14-15 May: Laboratory Tests Seminar; Hotel Grand Chancellor Hobart; see: www.cpd.shpa.org.au

18-20 May: National Medicines Symposium 2016; Canberra Convention and Exhibition Centre; for more info go to: www.nps.org.au

Blackmores awards suppliers

BLACKMORES hosted its annual supplier conference at the company's campus in Warriewood, Sydney with suppliers of the year announced.

"At Blackmores we've been challenged to meet the growing demand because of our commitment to quality," Blackmores chief operating officer Richard Henfrey said.

"We're now producing more Blackmores products than ever before, and we couldn't do this without our wonderful supply partners," he continued.

This year Power Plastics scored the coveted Supplier of the Year award for "continuous improvement, proactivity and supply chain transparency".

GC Reiber took out Blackmores Sustainability Award for supporting the company's commitment to ingredient traceability, the community and the environment.

Pemara Labels Australia was awarded Outstanding Focus on Quality for maintaining Blackmores' "unrivalled quality standards".

Delivering Innovation was awarded to Lipa Pharmaceuticals,

Setting the Pace given to Nutricorp International while Bega Cheese and Land Essence Group both took home Outstanding Achievement awards.

Henfrey said all those awarded deserved recognition for their hard work.

"Many are unsung heroes who are often not recognised for the role they play in supporting our business and ensuring we can deliver premium products to you," Henfrey said.

Testosterone benefits

TESTOSTERONE treatment for men over 65 improves sexual function and can also aid mood and physical ability, according to a new study published in the *New England Journal of Medicine*.

The study monitored 790 men 65+ with low blood testosterone.

Results showed taking testosterone in the form of a gel applied to the skin raised levels to the middle of the normal range for men aged 19 to 40.

It also helped improve mood and depressive symptoms.



DISPENSARY CORNER

LADIES, there's a man out there who may have just solved the age old problem of your favourite heels absolutely killing your feet.

Designer Christopher Dixon has launched double heeled stilettos (pictured below) which he claims are as comfy as sneakers.

Sure, it looks a little different but apparently the point of extra contact between the ankle and cement makes the shoes easier to walk in by improving weight distribution and taking pressure off the arch of the foot.

Apparently his wife vouches for them - she wore them so much she had the heel caps changed three times in one year.

So, there it is, double the heel, double the pain-free dancing!

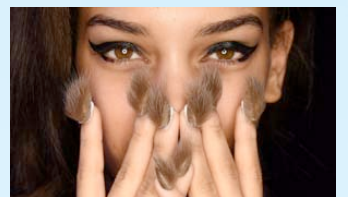


WE'VE seen some pretty out-there nail trends but this is next level: furry nails (pictured below).

CND nail polish sent its models down the runway recently with faux fur glued to their nails.

A bold fashion statement or just stupidity? Seems just a little impractical for every day life; imagine simply trying to wash your hands? No one wants wet, soggy fur nails!

If this one takes off as a trend we are going to be seriously worried.



Win with Mute

This week Pharmacy Daily and Mute are giving away everyday two Mute starter packs.

Mute is a patented respiratory technology designed to gently stent open your nasal airway during sleep to increase the volume of air travelling through the nose, making nasal breathing much easier which may alleviate the incidence and severity of snoring. Designed with the anatomy of the nose in mind, it sits comfortably in the nose and by gently dilating the airway, it may alleviate nasal congestion and obstruction, making it easier to breathe. Available in 3 sizes (small, medium and large) freely adjust the dilation system to personalise the fit to each nostril.

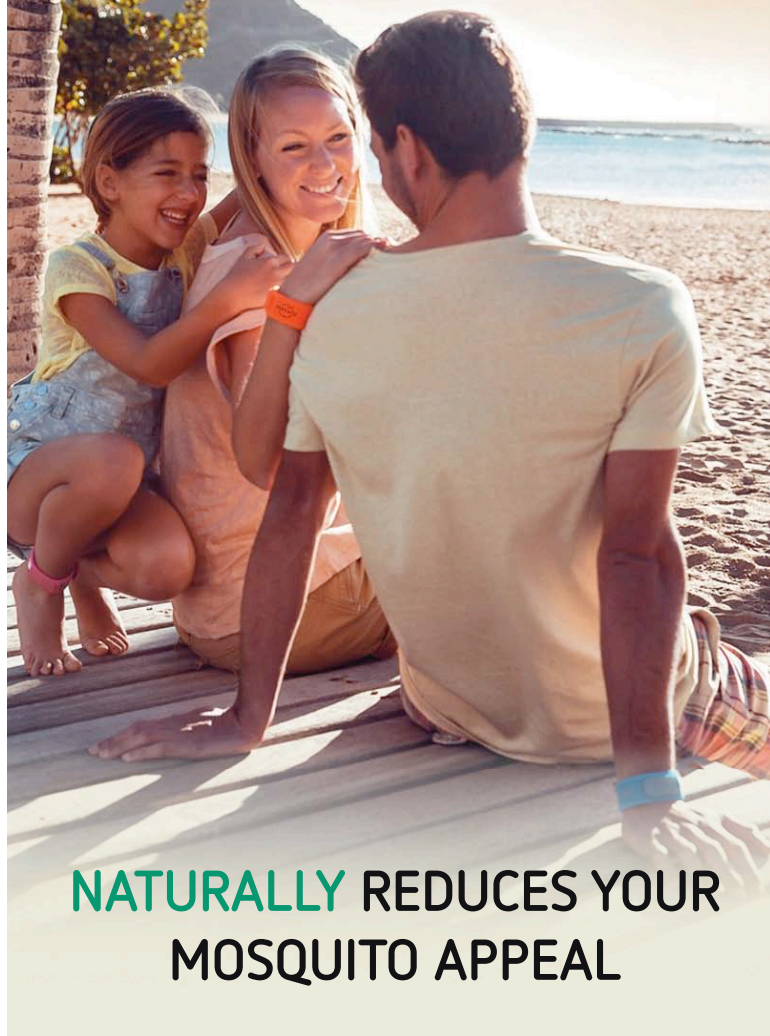
To win, be the first two from VIC or TAS to send the correct answer to the question to comp@pharmacydaily.com.au

Generally, what size Mute do men typically use?

Need a hint? [CLICK HERE](#)

Congratulations to yesterday's winners, Leah Hague from Symbion and Muthi Ahmed from Tennant Creek Pharmacy.





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