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Today's issue of PD

Pharmacy Daily today has two pages of news, plus a full page from **Pharmacy Alliance**.

NICE drinking guide

WITH alcohol abuse costing the UK NHS an estimated £3.5b per year, the National Institute for Health and Care Excellence has issued new guidance - **CLICK HERE**.

Win with Qsilica

This week Pharmacy Daily and Qsilica are giving away a prize pack each day including Remove Cleansing Gel and Rescue Paw Paw Ointment.



Treat your skin to two Award Winners from hair, skin and nail experts Qsilica! Qsilica Remove Makeup & Grime Cleansing Gel is a naturally derived foaming cleanser to gently remove impurities and leave your skin fresh and clean. Qsilica Rescue Paw Paw Ointment helps you say "good-bye dry" with a petrochemical free formula including Shea butter and soothing Calendula with fermented Paw Paw. Visit www.qsilica.com

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

Name two ingredients in Qsilica Rescue ointment.

Congratulations to yesterday's winner, Kathrina Casella from Ayr Health Service.

CWH loses trade mark case

CHEMIST Warehouse (CWH) owners Mario Verrocchi and Jack Gance have been comprehensively trounced in an intellectual property case where they challenged rival discounter Direct Chemist Outlet regarding the supposed similarity of their trade marks (**pictured**).



CWH filed a claim in 2014 stating that the use of DCO's trade mark, along with a distinctive yellow colour, would cause a "not-insignificant proportion of the public to be misled into believing that the applicant is or was associated" with them.

Both parties met before a delegate of the Registrar of Trade Marks in Melbourne late last year to put forward their arguments.

The Trade Marks Office has

handed down its final decision, finding that the CWH 'House' logo on its own was not sufficiently similar to the DCO 'Sunburst' logo to cause confusion.

It also ruled that although the trade marks are similar in colour they have "no limitation as to colour and are taken to be filled in any colours".

The Chemist Warehouse owners were also ordered to pay the legal costs of Direct Chemist Outlet.

If CWH chooses to appeal the decision it will need to do so by 29 Jan 2016.

It's not the first time Verrocchi and Gance have challenged other discounters, with another case launched last year (**PD** 10 Aug 15) seeking damages from the owners of Your Chemist Outlet Pty Ltd, which trades in Queensland under the Chemhouse brand.

1,000 children on antidepressants

NEWS Limited's *Sunday Telegraph* newspaper has launched a campaign urging a review of prescribing guidelines for antidepressants, citing an investigation which found there are 1,022 Australians aged two to six-year using the medications.

An editorial in last weekend's issue said doctors should examine the clinical guidelines for prescribing SSRIs, although some clinicians have pointed out that use in children is for autism, intellectual disability and self-harm.

Danish Professor Peter Gotsche, who co-founded Cochrane Collaboration, has released a new book which claims antidepressants are the third highest cause of death behind heart disease and cancer because they can lead to obesity.

Implant addiction Rx

THE US Food and Drug Administration is considering approving an implant designed to reduce addict's cravings for heroin or painkillers.

The implant which is used for six-months provides a steady dosage of buprenorphine and naloxone, drugs shown to ease withdrawals and decrease cravings.

The drug combination was developed by Braeburn Pharmaceuticals.

In a six-month clinical trial of the implant last Jun, 88% of the 178 participants ceased their addiction.

The FDA is expected to announce its decision on 27 Feb.

EMA ticks 93 meds

EUROPEAN Medicines Agency (EMA) recommended 93 medicines for approval for marketing, 39 of which were new active substances, the agency stated in a release of its 2015 highlights.

In addition, the EMA has listed 11 new changes to their human medicines European public assessment reports.

CLICK HERE for details.

Opioid therapy abuse

EACH day in 2013 an average of 44 Americans died from prescription opioid overdoses, reveals data from Centers for Disease Control and Prevention.

The data also showed that 71.3% of all prescription drug overdose deaths in that year involved opioids.

There are an estimated 4.3 million people using prescription pain relievers for nonmedical purposes while 55% of users say they obtained the drug free from family and friends.

In 2007 the total cost of opioid abuse was \$5.7 billion.

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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

Metamucil Lemon-Lime Smooth

Metamucil **Lemon-Lime Smooth** is a fibre powder made with 100% natural psyllium fibre. When taken daily, it works to improve inner health by assisting the body's natural toxin removal process, boosting energy and maintaining healthy cholesterol levels, the company states. It features a lemon-lime flavour with the active ingredient in a 5.8g dose being psyllium husk powder 3.4g.

Stockist: 1800 028 280

RRP: \$19.99 for 425g (contains 73 doses)

Website: www.metamucil.com.au



DigestEze by Bioglan

Bioglan **DigestEze** is a comprehensive digestive enzyme formulation that helps users to digest fat, protein, carbohydrate, fibre and lactose. It also promotes healthy digestive function, and relieves gas, bloating and digestive discomfort. Active ingredients include amylase (12000 DU) 120mg, bromelain (3 000 000 PU) 100mg, protease (35000 HUT) 70mg, lipase (1000 LipU) 57.5mg, tilactase (1200 ALU) 12mg and cellulase (200 CU) 5mg.

Stockist: 02 9997 1466

RRP: \$26.95 for 40 caps

Website: www.bioglan.com.au

Nivea Caramel Cream Lip Butter

Nivea **Lip Butters** melt into the lips on application providing long-lasting nourishment and a silky, gloss finish. They are formulated with Nivea's Hydra IQ moisture technology to naturally hydrate skin from within as well as on the surface. The butter works to restore and maintain healthy, soft lips. Other key ingredients include vitamin rich shea butter, conditioning mild almond oil and softening vitamin E. Nivea Lip Butters are available in four flavours.

Stockist: 1800 103 023

RRP: \$5.19

Website: www.nivea.com.au



Kiss Me Eau de Toilette by So...?

Fragrance company So...? has a wide range of offerings for the casual social butterfly. This special fragrance is a combination of scents that are sweet, fruity and sensual. So...? **Kiss Me Eau de Toilette** has fruity top notes of blackcurrant, pineapple and citrus, which reveal layers of sweet vanilla and a floral heart. Base notes of musk and wood round off the fragrance, making it suitable for a wide range of social occasions.

Stockist: 02 8709 8800

RRP: \$14.95 30mL, \$24.95 100mL

Website: sowithattitude.com



DISPENSARY CORNER

NOT everything should go viral, especially not those nasty germs that spread when we cough.

Is there a sure-fire way stop them infecting everyone nearby with the flu?

Well, new biomedical company Respiratory Products Inc has come up with a product dubbed the 'Curtail - The Cough Barrier' (pictured) which they believe will stop 99% of the expelled particulates through its "unique airflow design."

The nifty device is the first of its kind to specifically address "physical cough containment".

The compact contraption is being marketed as an easy fit for pocket or the purse and can be "quickly deployed" by squeezing and placing over your mouth.



Simply squeeze it to open, hold it to your mouth, cough into it and dispose after one use.

Respiratory Products ceo John Stalcup believes The Cough Barrier will have "profound effects on world health in travel environments, public and communal settings, businesses, and homes."

"We intend to set a new standard for 'collective health care' in a world facing ever-increasing variations of harmful particulates transmitted via air and human contact," he said.

So going out the door in the morning it's now, "Keys, phone, wallet, Curtail?"

Pharmacy Daily is Australia's favourite pharmacy industry publication.

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ACHIEVE **BIG** RESULTS IN 2016

Happy New Year from the team at Pharmacy Alliance!

It's time to create new business resolutions in 2016.

We've helped our 518 member pharmacies achieve their business goals in 2015 and with our range of business tools you can look forward to big results in 2016. Our tools will:

- Optimise dispensary profitability with our market-leading generics platform, **PAGM**
- Boost front-of-shop performance with our all new **AllianceIQ Retail**
- Position your pharmacy as the destination for health in your community with our new co-brand, **Alliance Pharmacy**
- Gain great efficiencies with the latest in POS, dispense, office systems through our exclusive arrangement with **Z Software**
- Get **exceptional support** from an operations team locally and a specialists at the member support team in Melbourne
- Plus, much more

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