



## Pharmacist under fire for intravenous drips

**NEW** iv.me clinic chains run by pharmacist Shadi Kazeme are being criticised by medical professionals for potentially misleading claims, according to a report in the *Sydney Morning Herald*.

The two clinics based in Sydney and Melbourne make bold claims that their i.v vitamin drips will protect people from viruses, boost the immune system and even help clients lose weight and reduce depression with essential vitamins delivered straight to the cells of the body.

The *SMH* reports that high profile industry watchdog and associate professor of Monash University and the Friends of Science in Medicine, Ken Harvey, says these claims are “baseless” with consumers risking side effects from high doses of vitamin C.

He has lodged a complaint about the iv.me clinics to the Pharmacy Board of Australia, alleging the pharmacist behind them has broken the law by advertising claims that are likely to be “false, misleading or deceptive, or create an unreasonable expectation of benefit.”

The report said Ms Kazeme declined to comment on the allegations, while a spokesperson for the Pharmacy Board of Australia said it could not comment on individual matters.

## Honour for SA pharmacist

**WHYALLA** pharmacist John Holds has been awarded an Order of Australia Medal in the general division of yesterday’s Australia Day honours for his service to rural pharmacy and to the community of South Australia.

Holds presently travels the state working in different rural areas after 30 years working at the Monarch Chemmart pharmacy.

A long standing member and rural representative of the SA branch of the Pharmacy Guild of Australia, Holds has also distinguished himself as foundation member of the West Coast Guild Chemists Association in the 1990s, lecturer at the Whyalla School of Nursing, medical volunteer in Southern India for two years, Rotary Club president and secretary as well as taking on the roles of chairman and committee member of many local sporting and other social groups in the area.

Holds told *Whyalla News* that he felt a mix of different emotions

after finding out he had won the award.

“I guess it’s partly humbling and embarrassing to a degree,” he said.

“Anything where you single out someone to receive...when you know darn well there are a lot of other worthy recipients its a bit difficult to come to terms with.”

“But on the other hand I guess it brings something to Whyalla, to a degree, and to my profession,” he said, adding that he was happy the award recognised the pharmacy work being done at a rural level.

## Automated drug ordering examined

**THE** US Food and Drug Administration (FDA) has produced a project report interrogating issues associated with computerised medication ordering systems.

The project explored computerised prescriber order entry-related potential for errors in prescribing, particularly as these relate to drug name displays, and ordering and workflow design.

The report also includes recommendations, including standardising drug names, minimising alert incidence as well as better search functions.

**CLICK HERE** for the report.

## Next-generation phcy

**COMMUNITY** pharmacies facing the changing pharmacy sector in modern Western societies will need to do more than “dispense drugs, diapers, and deodorant” according to Pharmacy Programs with Community Care of North Carolina vp Troy Trygstad PharmD, MBA, PhD.

Addressing the recent annual meeting of the US National Community Pharmacists Association argued that pharmacists will need to “show that they have more to offer than the competition does, and that comes down to serving as much more than sophisticated pill dispensers.”

Trygstad’s presentation is summarised in *Drug Topics* and can be accessed by **CLICKING HERE**.

## Sunscreen guidelines

**AUSTRALIAN** regulatory guidelines for sunscreens (ARGS) have been developed by the Therapeutic Goods Administration (TGA) to provide guidance to sponsors and manufacturers, and to assist in the understanding of the regulatory requirements for sunscreens in Australia.

The guidelines spell out the the different kinds of products, regulatory bodies involved with different standards and how they apply.

The National Industrial Chemicals Notification and Assessment Scheme (NICNAS), Accord Australasia, Australian Self-Medication Industry Inc (ASMI) and the Advisory Committee on Non-prescription Medicines (ACNM) worked with the TGA and a public consultation to develop the guidelines.

**CLICK HERE** to access.

## Incorrect inhaler use

**MORE** than 90% of people with asthma do not use their inhalers correctly according to new information on the Guild’s *Ask Your Pharmacist* website.

The Guild suggests asthmatics should check in with their pharmacist to explain how relievers or preventer inhalers work, as well as suggesting some easy ways to improve how best to use them, their associated spacers and face masks.

For more information **CLICK HERE**.

## FDA supplement scan

**THE** US Food and Drug Administration (FDA) has conducted a review of dietary supplements in a bid to prevent illnesses and deaths from unsafe supplements.

Under America’s Dietary Supplement Health and Education Act the agency does not have the authority to approve dietary supplements before they are marketed to consumers.

However the FDA is empowered to take enforcement actions after a product is on the market if it is able to prove contamination.

See [www.fda.gov](http://www.fda.gov).

## New opioids module

**NPS** MedicineWise has published a new Pharmacy Practice Review module for pharmacists titled *Chronic pain: opioids and beyond, supporting a multimodal approach*.

The program involves eight hours of Group 2 CPD or 16 CPD credits, NPS says.

**CLICK HERE** to access.

## Win with DESIGNER BRANDS

This week Pharmacy Daily and Designer Brands are giving away three DB Certified Organic Pure Rosehip Oils each day.

Perfect for normal to combination skin, DB Pure Rosehip Oil helps to promote a luminous and blemish free complexion. Clinically proven to diminish the appearance of fine lines & wrinkles, scars and uneven skin tone this product is essential in any beauty routine. Now in a convenient roller ball format, simply apply to the face at night for skin that is prepped, hydrated and ready for daily make-up application. DB Rosehip Oil also works perfectly as a primer for dry skin or under the eyes for smooth and crease free concealer application. 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)



Name one thing that the DB Rosehip Oil is clinically proven to diminish.

Congratulations to Monday’s winner, Judith Sylvia Walker.



## 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)

### Milani Rose Powder Blush

Introducing an ultra-silky soft powder blush from Milani that helps deliver the perfect amount of colour and easily blends onto cheeks. Milani **Rose Powder Blush** looks gorgeous in the compact and even prettier on cheeks. This petal-soft, natural-finish powder shapes, contours and highlights without streaks while being easy to use. The product is presented in five flattering shades. Milani offers free shipping on orders within Australia over \$50.00.

Stockist: [terry@advantagesales.com.au](mailto:terry@advantagesales.com.au)

RRP: \$13.95

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



### DISPENSARY CORNER

WHEN you reach for a naughty treat, would you like to know exactly how long many minutes of exercise it would take to work it off?

The Royal Society of Public Health is pushing for this idea to become a reality, saying it would help the growing obesity crisis.

Snacking on a 171 calorie packet of chips? That will be 19 minutes of jogging, 23 minutes of cycling or 13 minutes of swimming to burn that off! Take your pick.

It could come in handy, but surely there are times it's the last thing you'd want to think about.

Picture this - devouring a tub of chocolate ice cream post breakup only to be reminded that will be two hours of non-stop sprinting to avoid weight gain.

Proposed new packaging, with exercise logos on the bottom left hand side, is pictured below.



A PERTH woman's unborn quintuplets have more Facebook followers than you - unless you have over 150,000 fans that is.

26-year-old Kim Tucci, who naturally conceived four girls and a boy, has been keeping her Facebook fans regularly updated about her extraordinary pregnancy journey.

Making the babies already a social media sensation, she has discussed her daily struggles such as consuming the recommended 6,000 calories a day to feed the unborn quintuplets to going to the bathroom an unenviable "12 times a night".

**CLICK HERE** to see her page.



### Banana Boat Baby Roll-On SPF 50+

Banana Boat **Baby Roll-On** is a mild and fragrance-free sunscreen with a formula that is designed specially to suit baby's delicate skin. It offers broad-spectrum protection rated at sun protection factor 50+ (SPF50+), claims up to four hours water-resistance and will not run into eyes. This highly protective product for sensitive toddler skin has an easy to apply roll-on applicator and Banana Boat recommends it for infants six months and older.

Stockist: 1800 761 186

RRP: \$10.49

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

### Comvita Medihoney Eczema Cream

Medihoney **Eczema Cream** is a natural solution for those prone to eczema, dermatitis, psoriasis or dry rough and itchy skin. This sophisticated emollient formulation has the ability to maintain the natural barrier properties of the skin, helping it to maintain moisture where it is most needed. Comvita says Medihoney Eczema Cream is indicated for prolonged use on large areas of skin, sensitive areas such as the face, and is suitable for applications for children.

Stockist: 1800 466 392

RRP: \$19.95

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



### New Rosewater Balancing Mist Intense Deluxe Edition

Jurlique **Rosewater Balancing Mist Intense Deluxe Edition** is a deluxe-edition of the best-selling rosewater mist. The lightweight mist provides a fresh boost of rose flower extracts and potent botanicals to help hydrate the skin's surface leaving the skin feeling softer, smoother and looking refreshed and dewy. The formula is dermatologist tested and is free from parabens, PEGs, silicones, colourants and preservatives, the company says. The product is on shelf 24 Jan.

Stockist: 1800 805 286

RRP: \$79.00

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



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