

FIP paediatric meds guidance

AIMING to address the gap in children's medicines, the World Health Organization (WHO) and the International Pharmaceutical Federation (FIP) have released new guidelines for health care professionals prescribing or supplying medicines for children when no authorised product exists.

The guidelines are available to all countries and professionals on both organisations' web sites and can be found by **CLICKING HERE**.

Guidance is based on the best available evidence, FIP says, providing examples such as when a prescribed medicine is not available in an age-appropriate formulation, using a commercially available medicine with a similar therapeutic action, which is available in a more suitable form, may be considered.



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Labor CM cuts slammed

COMPLEMENTARY Medicines Australia (CMA) has issued a stern warning to the Labor party over its proposed cuts to rebates for natural therapies if elected to Government.

Shadow Treasurer Chris Bowen announced the rebate reductions last Friday (10 Jun) with Labor leader Bill Shorten reiterating the move on ABC's Q&A this week.

Chief executive of CMA Carl Gibson said that while it's important to emphasise that vitamins and minerals are not a substitute for a good diet, supplements do have an important role to play alongside a healthy diet and exercise.

"Just last month, the Australian Bureau of Statistics (ABS) released new figures to show that Australia's eating habits are less than ideal, with most Australians not meeting the minimum recommended serves for the five major food groups," he said.

"The typical Australian is eating plenty of food but is still starving of quality nutrients from vegetables, fruit, dairy products, lean meats and grain-based foods, instead filling up on energy-dense, nutrient-poor 'discretionary foods' such as cakes, confectionary and pastry products."

Gibson argued it has been demonstrated that for every dollar invested in preventive health today, Australia will save \$10 on chronic diseases in the future.

"Preventive health is an essential move towards improving the



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cost-effectiveness of the Australian healthcare system and crucial in taking pressure off over-stretched hospitals."

"The burden of disease in Australia, and the associated economic costs, is a progressively top-of-mind issue, and the relatively small \$40 million a year investment to the rebate for natural therapies is a small price to pay for the long term health of Australians, out of a total spend of more than \$105 billion," Gibson concluded.

Fess wins "Favourite"

FOR the third year running, Fess Little Noses has won Favourite Product for Baby in the My Child Excellence Awards.

Care Pharmaceuticals says Little Noses is non medicated, preservative free and approved by the Sensitive Choice program of the National Asthma Council Australia and the Asthma Foundation New Zealand.

ED drug cancer-safe

ERECTILE dysfunction drugs, namely the PDE5 inhibitor group, have been shown not to increase a man's risk of skin cancer despite earlier fears of a possible link.

Published in *PLOS Medicine*, the study was unable to demonstrate an association between the drug intake and increased melanoma risk, but heightened risk was associated with greater sun exposure - **CLICK HERE**.

HOMR saves hosp \$s

THE Society of Hospital Pharmacists of Australia (SHPA) ceo Kristin Michaels today called for joint Commonwealth and state action to reduce preventable hospital admissions resulting from poor management of medications.

"Australia must take priority action to improve medicines management," she said.

"There is robust evidence that 2-3% of hospital admissions are medicines related," Michaels said.

"Among the elderly population medicines-related hospital admissions rise to 30%."

Michaels highlighted the Hospital Outreach Medication Review (HOMR) service at Monash Health as an excellent model for proactive enhancement of medication safety, showing that medication reviews, led by pharmacists, can reduce hospital readmissions by 25%.

Win with DESIGNER BRANDS

This week *Pharmacy Daily* and Designer Brands are giving away a set of cosmetic bags including a train case, beauty case and pencil case each day.

For 2016, Designer Brands Cosmetics Bags come in three new shades – Moroccan Dreams (a modern black and white pattern), Dot to Dot (blue and white dots) and Blush (a metallic, soft pink shade) inspired by Pantone colour of the year, Rose Quartz. Each shade is available in three cosmetics bags sizes for all your travel needs.

Visit www.dbcosmetics.com.au

To win, be the first person from **QLD** to send the correct answer to

comp@pharmacydaily.com.au

How many bags styles are there?

Congratulations to yesterday's winner,
Kathy Shaw from Charles Sturt University.



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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

Comvita's Olive Leaf Immune Defence

Comvita's **Olive Leaf Immune Defence** capsule is the only product in Australia to combine two of nature's most powerful antioxidants, also rated as the top two ingredients in the cold and flu category. Each daily dose (2 capsules) delivers 66mg of oleuropein and 500mg of vitamin C. This unique product is formulated to help customers support their immune system, reduce the duration and severity of common cold symptoms (including coughs and sore throats), reduce fatigue and protect from oxidative stress. The product comes in a 150 vege capsules size and is available from early June. It is indicated for use in children 5 years or older.

Stockist: 1800 466 392

RRP: \$49.95

Website: www.comvita.com.au



Vita Yummies Children's Multi Vitamin Gummies



Every Vita Yummie contains a blend of 11 essential vitamins and minerals. Carefully manufactured in Switzerland using high quality pharmaceutical grade active ingredients, **Vita Yummies** will help support everyday health and wellbeing and are ideal for active growing kids. Supported by global icons **Barbie & Superman**, Vita Yummies are sure to grab the attention of parents and kids alike.

Stockist: 03 9555 2096

RRP: \$13.99

Website: www.vitayummies.com.au

Three Times Sublime 3 in 1 Blackhead Wash + Scrub + Mask

Formula 10.0.6 **Three Times Sublime 3 in 1 Blackhead Wash + Scrub + Mask** is a miraculous multi-tasker that makes light work of stubborn blackheads, removes excess oil, unclogs pores and eliminates blemishes. Pink grapefruit cleanses while jojoba exfoliates. Its 3-in-1 formula acts as a wash, scrub and mask for the complete complexion overhaul. For external use only. Keep out of eyes. If irritation or rash develops, discontinue use.

Stockist: 03 9427 9222

RRP: \$8.99

Website: www.formula1006.com



Creamy Round Lipstick by NYX



NYX Cosmetics **Creamy Round Lipstick** is a class lipstick that features a mineral-based emollient formula. The lipstick offers a velvet texture, saturated colour and resists wear and smudging. Whenever the look is sophistication, style and in control, NYX Cosmetics Creamy Round Lipstick will rise to the occasion and outclass every rival. The lipstick is available in 12 different shades ranging from the subtle nude look through to the brash and sensuous.

Stockist: 0418 550 681

RRP: \$8.95

Website: www.nyxcosmetics.com



DISPENSARY CORNER

DISCERNING toddler rap.

An Egyptian milk advert in which toddlers refer to their mothers' breasts has been banned after a public outcry, claiming it could encourage sexual harassment towards women, according to a report from the BBC.

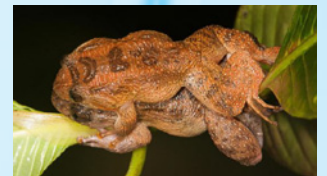
The TV commercial for the Juhayna dairy brand featured two little boys discussing breast milk.

The toddler whines, "I just cannot forget the dundoo," meaning his mother's breasts.

One of the other little boys replies, "And you never will."

The word "dundoo" has no origin in Arabic, and seems to have been used as toddler-speak to avoid referring directly to female body parts.

Apparently the claimed disquiet has not been too widespread - the advert earnt >1.6 million Youtube views in one week.



FRENZIED frog fornication.

Among the almost 7,000 species of frogs and toads found worldwide, there are only six known mating positions (amplex, or embracing modes - and who counts this stuff?), until the Bombay night frog was seen in love's 'embrace', according to a study published in the journal *PeerJ*.

In Bombay night frogs, the male does not embrace the female but straddles over her back (**pictured**), releases sperm then moves away, at which point the female lays her eggs and the sperm trickles down her back to fertilise.

So this is how Prof SD Biju at the University of Delhi invests his research money.

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Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Business Publishing Group.

Publisher: Bruce Piper info@pharmacydaily.com.au

Reporter: Mal Smith

Contributors: Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

Advertising and Marketing: Magda Herdizik, Sean Harrigan, Melanie Tchakmadjian

advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

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