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\*Contains clinically trialled ingredients that may assist healthy people to reduce cholesterol absorption and maintain cholesterol within normal range.

Always read the label. Use only as directed. If symptoms persist consult your healthcare professional. ENLIVA contains Lactobacillus Plantarum (AB-LIFE) 1.2 billion CFU. BGP Products Pty Ltd. trading as Mylan EPD. ABN 29 601 608 771. 299 Lane Cove Road, Macquarie Park NSW 2113. Ph: 1800 314 527. ENLIVA is a registered trademark. AU-ENL-2015-37(1)b. Date Prepared: January 2016. ABB3242/PD



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### Today's issue of PD

*Pharmacy Daily* today has two pages of news, a cover page from **Enliva** plus a full page from **Pharmacy 4 Less**.

### Obesity-memory link

**DATA** in a study involving 50 people aged 18–35 years demonstrated that being overweight was associated with worse “episodic memory” or the ability to remember past experiences.

Published in the *Quarterly Journal of Experimental Psychology*, the University of Cambridge researchers argued that a less vivid memory of recent meals may lead to over-eating, but some other aspects of memory, such as general knowledge, remain unaffected.

**CLICK HERE** to access the study.

### Young Aussies on ice

**REGULAR** methamphetamine (ice) users in Australia now outnumber the city populations of either Hobart or Townsville, at around 270,000, according to a release by the University of Queensland Centre for Youth Substance Abuse Research and the National Drug and Alcohol Research Centre at the University of New South Wales.

The two scientific reports said the highest rates of ice use in Australia are among those aged 25–34 years, closely followed by 15–24 year olds, and rates of dependence are rising.

Researchers have called for a commensurate increase in the services to manage the epidemic.

## Nurofen class action

**RECKITT** Benckiser faces a class action law suit driven by Bannister Law over the Nurofen label claims.

Lawyers are fighting for a refund and damages for customers who bought Nurofen specifically labelled for different pains such as back, period, migraine or tension headache, paying up to double the price when all were essentially identical products.

Bannister Law has established a website for complainants through which they can register their details to receive news and updates.

The site also shows the ABC's five minute segment on *The Checkout* show which clarifies how RB misled the public, showing the nurofen advertisements for the range.

The Australian Competition and Consumer Commission (ACCC) ordered the removal of the Nurofen Pain Specific Range of products from retail shelves in December last year, revealing that they all contain the same active ingredient,

ibuprofen lysine 342mg (*PD* 14 Dec 15).

The company had three months to complete the task, and was also ordered to publish website and newspaper corrective notices, implement a consumer protection compliance program and pay the ACCC's costs.

Bannister Law is looking to the court to order the pharmaceutical company to honour statutory guarantees regarding acceptable quality, the description of the products and warranties.

This would apply to all purchases between Jan 2011 and Dec 2015, the law firm arguing that customers would not have purchased the product at that price if they had known it was the same product as other Nurofen products.

To see *The Checkout* YouTube video, go to the

**Pharmacy Daily** website



or click on this image.

### Pfizer pays out \$784m

**PFIZER** has paid \$US784 million to settle claims about its Wyeth Pharmaceuticals unit overcharging the US Medicaid scheme.

It was alleged the unit was failing to offer the public the same rebates for the drug pantoprazole (for treating oesophagitis) as were being offered to private hospitals between 2001 and 2006.

A coalition of 15 U.S. states filed a complaint in a federal court in Massachusetts in 2009.

Pfizer has reissued its results for the fourth quarter & the full year.

### Maxagra recall

**CLEANICALL**, in consultation with the Therapeutic Goods Administration, is recalling Maxagra capsules after they were found to contain the undeclared substances sildenafil and oxytetracycline according to a safety advisory issued early last month (*PD* 04 Feb).

The capsules were being marketed as a herbal medicine used to treat erectile dysfunction.

Consumers with any unused Maxagra capsules are advised to contact Cleanicall on 03 9018 7768.

### Metho re-scheduled

**THE** Therapeutic Goods Administration has formally published the electronic form of version 11 of the Standard for the Uniform Scheduling of Medicines and Poisons (SUSMP).

SUSMP No. 11 supersedes last month's SUSMP No 10, and incorporates one change which involves re-inserting the entry in Schedule 5 of for Methylated Spirits, except when included in preparations or admixtures or when packed in containers with a capacity of more than 5 litres.

According to the TGA this entry was “inadvertently omitted from the Poisons Standard February 2016” - which means that the majority of methylated spirits products are currently unscheduled.

The updated standard, introduced without public consultation, corrects this error, and ensures that appropriate controls such as labelling and packaging requirements apply to relevant products currently on the market.

Also known as the Poisons Standard March 2016, the SUSMP is available free of charge in electronic form on the ComLaw website at the Federal Register of Legislative Instruments.

### Diabetes cancer risk

**NEW** research has shown that Type I diabetes is associated with an increased risk of some cancer types including stomach, liver, pancreas, endometrium, ovary and kidney, but a reduced risk of others such as prostate and breast.

**CLICK HERE** for the study.



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## PBS website update

**THE** Pharmaceutical Benefits Scheme has updated its website to reflect changes effective from today.

Pricing, formulary allocations, and other recent updates relating to the PBAC Guidelines Review (*PD* 25 Feb), remuneration and regulation, and information about the new hepatitis C treatments are included.

**CLICK HERE** to access.

## Guild Update

### Hepatitis C - New Medicines PBS Listings Information

**GUILD** Members would be aware that the Government has approved listing of the following medicines for hepatitis C from 1 March 2016:

- Daclatasvir (Daklinza®) 30 mg tablet, 28 DPMQ \$7,813.54
- Ledipasvir with sofosbuvir (Harvoni®) 90 mg + 400 mg tablet, 28 DPMQ \$22,213.54
- Sofosbuvir (Sovaldi®) 400 mg tablet, 28 DPMQ \$19,444.62
- Ribavirin (Ibavyr®) 400 mg tablet, 28 DPMQ \$160.95 and 600 mg tablet 28, \$237.81

#### High Cost

Members should note the high cost of some of these medicines. Patients and prescribers should be advised if these medicines are ordered on demand rather than stocked as a matter of course and patients encouraged to lodge their prescription in advance before their current prescription runs out to ensure there is no break in treatment. Members should also note that some wholesalers have a "no return" policy of some of these items and care should be taken when ordering.

Further information on hepatitis C listings is available at: <http://www.pbs.gov.au/info/news/2016/02/info-about-new-hep-c-treatments>

## AFT international growth

**NEWLY** listed Australasian drugmaker company AFT Pharmaceuticals yesterday announced a major licensing deal for its Maxigesic, which will see the product available in 69 additional countries across the globe.

The agreement, with privately-owned Swiss pharmaceutical company Acino Pharma AG, will allow Maxigesic to be out-licensed in four geographic regions including parts of the Middle East, Central America and the Caribbean, as well as northern and southern Africa.

AFT managing director Harley Atkinson said the move was foreshadowed in the prospectus for the company's recent float (*PD* 11 Dec 2015), with out-licensing forming "the backbone of our company growth plans."

"This transaction is a good example of AFT just getting on with the job by partnering with Acino... we had disclosed our target to sell Maxigesic to 100 countries in the Product Disclosure Statement, and these 69 countries in addition to existing licensing agreements represent significant progress".

Atkinson said the agreement also demonstrates that selling AFT products to new international

markets doesn't mean the company has to set up its own costly infrastructure in each territory.

"Rather, we can partner with established companies, like Acino, who know their respective markets and already have an established brand there".

He said according to IMS the tablet market for the paracetamol and ibuprofen products alone is worth at least US\$500m annually.

Acino ceo Jostein Davidsen said partnering was a key growth driver for the company.

"Adding the Maxigesic fixed combination formulations to our product portfolio will strengthen our offer in one of our core therapeutic areas - pain and rheumatology - as these formulations are perfectly complementary to our existing well-established brands".

## Salt-obesity link

**A STUDY** of Australian primary school children funded by the National Heart Foundation found those eating greater amounts of salt have a greater risk of being overweight or obese.

For the study **CLICK HERE**.



**LOVERS** of coffee and alcohol rejoice - one may offset the negative affects of the other.

According to a study from Britain's Southampton University which assessed the date of nearly half a million people, found participants who had one to two cups of coffee a day reduced their risk of cirrhosis by up to 43%.

And if you really love coffee, downing three to four cups each day cuts the risk up to 65%.

Coffee doesn't just wake you up after a hangover (*PD* does not endorse giving yourself one of these) but it helps fight the damage alcohol can cause to your liver - convenient.

It's the antioxidants in the drink that help repair cell and reduce inflammation.

Enjoy a latte or four today and feel the healing!



**MEET** "Senhor Testiculo", Brazil's new and rather graphic testicular cancer mascot.

The wide-eyed, lumpy, curly-haired testicles with a name that literally translates to 'Mr Balls' certainly made an impression at a recent event raising awareness and money for testicular cancer.

Children, families and friends were all getting in on the action, posing and snapping shots with the alarming poster boy.

While it may be a little cringe-worthy, Mr Balls has now made national news, thrusting the cause into the spotlight, so I guess his purpose has been achieved.

Would you pose with him?

## Win with Plunketts

This week *Pharmacy Daily* and Plunketts are giving away an Aloe Vera prize pack every day including Plunkett's Pure Aloe Vera gel, spray and moisturiser.

Aloe Vera is easily absorbed by your skin, soothing and cooling dry irritated skin. Australian made, Plunkett's Aloe Vera Gel and Spray contain 99% of the highest quality 100% certified organic aloe. Nothing is closer to Aloe Vera straight from the plant, but Plunkett's is in a convenient tube. Visit [www.plunketts.com.au](http://www.plunketts.com.au)

To win, be the first from QLD to send the correct answer to the question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Why would you choose certified organic aloe vera?

Congratulations to yesterday's winner, Paula Vaz from Saatchi & Saatchi Wellness.



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