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Pharmacists play a critical role in healthcare with 39% of consumers seeking pharmacist advice first*.

As 70% of Australians use Natural Medicines on a regular basis** and 50% take concurrently with prescriptions***, it's never been more crucial to deliver evidence based integration.

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- How to confidently co-prescribe and avoid potential interactions.
- The scientific evidence behind the most popular Natural Medicines.
- Insight into Australian pharmacy shoppers and strategies to engage them.

PRESENTED BY:



BRAY COHEN

BPharm, DipCouns, DipAdultEd

Pioneer of pharmacy and complementary medicine integration.



LAURENCE KATSARAS

BHSc (Nat), AdvDip HerbMed, DipNut

Natural medicine leader with clinical and education experience in Australia and internationally.

A message from Laurence



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This activity has been accredited for 5.75 hours of Group 1 CPD (or 5.75 CPD credits) suitable for inclusion in an individual pharmacist's CPD plan which can be converted to 5.75 hours of Group 2 CPD (or 11.5 CPD credits).

References

* 2016 Consumer Research Report, Probiotics and Vitamins: Usage and Attitudes. Conducted by Celsius Research, Commissioned by Health World

** Complementary Medicines Australia, 2016.

*** Australian Prescriber 2010; Drug interactions with complementary medicines, 33:177-80, 1 December 2010.

Today's issue of PD

Pharmacy Daily today has three pages of news, plus a front full page wrap from **Ethical Nutrients**.

Ethical Nutrients to host pharmacist event

ETHICAL Nutrients will host the upcoming *Natural Medicine for Today's Pharmacist* event which will take place across the country.

Accredited for 5.75 hours of Group 1 CPD which can be converted to 11.5 CPD credits, tickets are still available for the events in Perth, Melbourne, Launceston and Adelaide.

The seminars examine the pharmacists' role in a changing healthcare environment and cover scientific evidence, co-prescribing and insights into Australian pharmacy shoppers - 1800 777 648.

Location rules key - Ergas

AUSTRALIA'S community pharmacy location rules result in strong benefits for the community including high levels of access to health services, trust in pharmacy and incentives to provide excellent customer service.

Those were key conclusions drawn by eminent economist Professor Henry Ergas AO during a keynote presentation opening the Pharmacy Guild's Pharmacy Connect conference in Sydney this morning.

Ergas delivered an analysis of location rules and pharmacy ownership in the annual Judy Liauw Address at the conference.

"The critical starting point is that community pharmacy is not merely another retail service; rather, it is a crucial part of the health system, providing services to consumers on behalf of the Commonwealth.

"The Commonwealth's objectives

with respect to location obviously differ from those which would characterise a purely commercial operation whose primary goal is profit maximisation," he said.

On ownership regulations, Prof Ergas said the requirement that only a pharmacist can own a pharmacy contributes to the trust consumers have in community pharmacy, which in turn helps achieve the govt's health goals.

"A key feature of the ownership rules is they ensure a dispersed ownership structure, with very low levels of ownership concentration."

He said this provides benefits by preventing a situation where the govt would have to purchase dispensing services from suppliers with substantial market power.

Ergas said owner pharmacists have considerable 'skin in the game' which in turn gives them strong incentives to maximise the goodwill in their asset by providing excellent customer service as well as conduct themselves and their pharmacies ethically and professionally.

He urged caution in altering the current framework which is "well grounded in economic analysis and compellingly supported by evidence".

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Comfort cloth recall

TELEFLEX Medical Australia has initiated a recall of its Comfort impregnated cloth topical skin products, due to the potential for bacterial contamination.

The company has advised the TGA that the manufacturer found contamination by *Burkholderia cepacia* bacteria in several lots of its Comfort Shield Barrier Cream Cloths, and although the contamination has not been identified in any other products, all items made on the same production lines in the relevant period have also been recalled including perineal washcloths, antiseptic body cleansing washcloths and Essential/Impreva bath cleansing washcloths - for details see www.tga.gov.au.

Formula guidance

THE US Food and Drug Administration has issued draft guidance to help infant formula manufacturers comply with requirements that all claims in labels be "truthful and not misleading".

The update relates to 'structure/function' claims about the effects of a product on the "normal structure or function of the body - such as a statement that a formula "supports digestion".

In the draft guidance the FDA describes its recommendations for the type and quality of scientific evidence that is appropriate to substantiate claims.

Comments on the document are now being sought - for full details see www.fda.gov.

SOUTHERNATURE pharmacy launch



AUSTRALIAN natural healthcare brand SOUTHERNATURE hosted an event at The Winery in Sydney's Surry Hills last night to share key information about its product range which has now launched in pharmacies across Australia.

All SOUTHERNATURE'S complementary medicine products are manufactured locally using, quality raw materials and medical-grade ingredients from accredited sources and suppliers.

The range is now stocked in 120 pharmacies across Australia with SOUTHERNATURE chief executive officer Vincent Tai, telling **PD** the company had big ambitions in the pharmacy channel.

"While SOUTHERNATURE is a new player to the Australian market,

we have a long-term strategy in place to expand our footprint in pharmacies nationally," Tai said.

"We are committed to supporting the pharmacy channel across our product range via education and training, professional services support, consumer marketing support, as well as discounts to award business loyalty," he continued.

The SOUTHERNATURE product range includes Women's Health, Men's Health, Kid's Health, General Health and Functional Health.

For further information or to place orders, call (02) 9684 6555 or visit www.southernature.com.au.

Pictured are SOUTHERNATURE'S team Natasha McKay, Jenny Huang and Nicole Baxter at the launch

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FGB ACCC Bosisto's fine

THE makers of Bosisto's tea tree oil, Felton Grimwade and Bosisto's Pty Ltd (FGB) has been ordered to pay a penalty of \$10,800 pursuant to an infringement notice issued by the Australian Competition and Consumer Commission.

The ACCC said it had reasonable grounds to believe that FGB had made a "false or misleading representation in breach of the Australian Consumer Law (ACL)" by labelling its tea tree oil as 100% pure, when that was not the case.

The ACCC said it had commissioned testing which indicated that the Bosisto's tea tree oil product was not pure.

"Consumers must be able to rely on purity or credence claims made on product packaging and labelling when making purchasing decisions, as they are unable to verify the accuracy of these

claims themselves," said ACCC commissioner Sarah Court.

The ACCC noted that the payment of a penalty following the issue of an infringement notice is not an admission of contravention of the Australian Consumer Law.

As well as Bosisto's other FGB brands include Euky Bear and Extralife, while the company also holds the exclusive Australian distribution rights to Vicks, Braun and BON.

TGA vacancies

THE TGA is seeking expressions of interest from "professionals with expertise in relevant scientific and medical fields or appropriate consumer issues" to become members on one or more of its statutory advisory committees.

Expert advisors on specific topics are also being sought - for more info see tgacareers.nga.net.au.

NPS diabetes review

NPS MedicineWise has released a new Pharmacy Practice Review which invites pharmacists to reflect on their current management of patients with type 2 diabetes.

There are two versions of the review - five episodes of care for up to 15 CPD credits, or the standard version with ten episodes offering up to 24 CPD credits.

There are case studies and an overview of the latest treatment recommendations and help participants update their knowledge about available glucose-lowering medicines - for details see www.nps.org.au.

ACP vardenafil move

THE Australian College of Pharmacy has made a formal TGA submission in support of an application by Bayer to reschedule erectile dysfunction medication vardenafil to S3.

"We believe that pharmacists are eminently capable to assess patients for their suitability for vardenafil or to refer them to a doctor if further investigation is required," the college said, having produced a training module and protocol used to support the Bayer application.

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Jobs of the Week

- **Pharmacist Manager** - Darling Downs Region, QLD (Job# 200013342)
Excellent salary package, experienced team to work with, friendly town.
- **Pharmacist** - Great Ocean Road, VIC (Job# 200013246)
Join established Pharmacy, 3hr west of Melbourne with a "3 day break" roster!
- **2nd Pharmacist** - Riverina Region, VIC (Job# 200002710)
Newly registered Pharmacists check this out!

Have you arranged a Locum for your next break? call us to sort it!



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.

9-11 Sep: Pharmacy Connect; Four Points by Sheraton Darling Harbour Sydney; see: pharmacy-connect.com.au

9-10 Sep: The Friendlies Conference 2016; Old Woolstore Hotel, Hobart; visit: pharmacyconference.com.au

12 Sep: Ethical Nutrients Natural Medicine for Today's Pharmacist 2016; Melbourne; for more info call: 1800 777 648

14 Sep: Ethical Nutrients Natural Medicine for Today's Pharmacist 2016; Launceston; for more info call: 1800 777 648

15 Sep: CMA Annual Conference; Doltone House Sydney; info at: www.cmaustralia.org.au

19 Sep: Ethical Nutrients Natural Medicine for Today's Pharmacist 2016; Perth; for more info call: 1800 777 648

20 Sep: Making the Most of your Aged Care Services; St Leonards; more info at www.guild.org.au

21 Sep: Ethical Nutrients Natural Medicine for Today's Pharmacist 2016; Adelaide; for more info call: 1800 777 648

21-25 Sep: The Pharmacy Alliance 2016 Members' Forum; Queenstown, New Zealand; visit: pharmacyalliance.com.au

27-29 Oct: Pharmacy Assistant National Conference; Sea World Resort, Gold Coast; visit: www.pharmacyassistants.com

'Social Medwork' TGA bypass

AN ORGANISATION called The Social Medwork is promising to deliver "cutting edge therapies" to Australian patients by sourcing overseas-approved items abroad.

Founded in the US in 2014, The Social Medwork has an "international team of doctors and pharmacists who constantly scan for innovative medicines that have recently been approved somewhere in the world".

"Every year, groundbreaking new therapeutics...receive FDA approval.

"From there it can take an average of two years for such medicines to become available in Australian hospitals and pharmacies."

Currently the group offers 14 treatments, "nine of which are currently directly unattainable to patients in Australian pharmacies".

These include a Japan-approved treatment for motor neurone disease, the latest FDA-approved breast cancer drug and an FDA-approved leukaemia treatment.

"Additional promising treatments are expected to be approved in the US within the next few months... we're going to do our best to ensure that they're accessible to Australians within weeks of their

FDA approval," said The Social Medwork's Dr Jan de Witt.

The Social Medwork claims its processes are 100% legal, with the organisation "officially registered as an independent intermediary for medicines with the Ministry of Health in the Netherlands".

Patients can request a quote by emailing details of a doctor's prescription along with a shipping address, which must be a pharmacy in the same country where the patient and doctor are located.

For more information see thesocialmedwork.com.

Female health portal

THE government has today announced a "national digital gateway for women's health," with \$8.25m in funding through to 2019 awarded to the Jean Hailes for Women's Health non-profit group.

The initiative will offer women factual, agenda-free and evidence-based information tailored to different levels of health literacy and be a "trusted, independent mediator...to balance the confusing messages bombarding consumers and health professionals".

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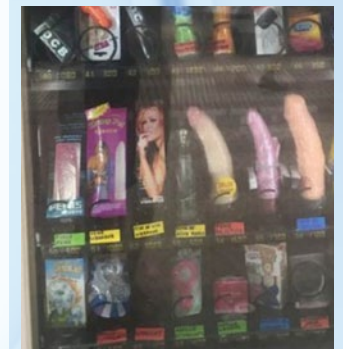
Dispensary Corner

VENDING machines are by no means restricted to food: in Brazil they have vending machines for Havaiana thongs and in Spain there's some a little more X-rated.

One British family on holidays in Spain got quite a shock when they went to pop a few coins in a vending machine to get some snacks only to find the machine (pictured below) didn't quite stock what they were after.

Sex toys, condoms and lubricant were on clear display for anyone who just happened to need some while roaming the streets of in the seaside resort of L'Estartit.

The Brits weren't impressed saying the questionable toys were in full sight for their young family to see.



SOMETIMES the urge comes to pick your nose. It's a primal urge but one that police in the Philippines must fight or risk being fired.

A memorandum issued by the National Capital Region Police Office not only demands Filipino officers leave their noses alone but also avoid playing online games, taking selfies, smoking or chewing gum during their shift the *Philippine Star* reports.

The list also demands that itches on the body are to remain unscratched and they should also avoid any 'unseemly posture'.

Sounds like a pretty tough gig!

WIN WITH SOS SKIN RESCUE

This week Pharmacy Daily and SOS Skin Rescue are giving readers each day the chance to win a family pack including four SOS Skin Rescue Creams and four SOS Lip Balms.

Introducing your family's new must haves: SOS Skin Rescue Cream and SOS Lip Balm. Made in Italy by Farmaceutici Dottor Ciccarelli, since 1821, these protective, healing and soothing products are now in Australia. SOS Skin Rescue has the power to soothe skin irritation and rashes, burns, bites, dry skin and more. SOS Lip Balm provides powerful soothing to dry and chapped lips.

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

Name one of the Mediterranean active ingredients in SOS Lip Balm.

Congratulations to yesterday's winner, Jayshree Parmar from Symbion.



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