

Statins undervalued

THE benefits of statin therapy have been repeatedly underestimated, and the harms exaggerated, due to misinterpretation of the evidence, according to authors of a major review of the evidence published in *The Lancet*.

With over 30 years of research, generating a large amount of data from a wide variety of patients, statins have been proven to lower cholesterol by 2 mmol/L preventing major cardiovascular events in 1.5 out of every ten patients, while potentially causing adverse events such as myopathy, haemorrhagic strokes or diabetes in 1% to 2% of patients.

The irreversibility and “devastating” nature of heart attacks make the benefits of statin therapy far outweigh the risks, without even referencing other secondary benefits, authors said.

CLICK HERE for *The Lancet* article.

Oct price reductions

THE Pharmaceutical Benefits Scheme has confirmed the price disclosure reductions for the 2016 Oct Cycle.

Final prices have now been listed on www.pbs.gov.au.

Chemmart ACCC undertaking

THE Australian Competition and Consumer Commission has accepted an “administrative undertaking” from Chemmart in relation to representations around the myDNA genetic test.

The ACCC says it was concerned that statements in the pharmacy group’s catalogues, in-store brochures and TV informercials about the myDNA test could convey

a “false or misleading impression regarding the usefulness of the genetic test and the consumers for whom it may be appropriate”.

The myDNA test is claimed to identify an individual’s response to certain drugs, with the ACCC saying a patient’s genetic profile is “just one of a wide range of factors that may be considered by a medical practitioner in determining the type and dose of drug that is suitable”.

Chemmart withdrew all of the promotional materials after it was contacted by the ACCC and agreed to refrain from making any potentially misleading statements about the myDNA test.

ACCC commissioner Sarah Court said “this is a reminder to pharmacies to avoid making statements about products in advertising and promotional materials that are overly broad”.

Ministerial support

MINISTER for Small Business Michael McCormack pledged his support for pharmacies in Australia during his address at the Pharmacy Connect conference held in Sydney over the weekend.

“You are the heartbeat and heartthrob of local communities because you do so many things people probably take for granted,” McCormack said, particularly in rural communities where pharmacists may be the only accessible health professional.

However he admitted there was pressure within the government to free up pharmacy regulation, with no commitment to not change the current model after the 6CPA expires in 2020.

Sanofi Diabetes Care program launch

SANOFI debuted a new Diabetes Care program at the Pharmacy Connect conference on Fri, saying it will help pharmacists “ignite the commercial opportunity” around the condition which sees about 280 diagnoses each day.

Sanofi Consumer Healthcare head of sales, Simon Morriss, told *PD* the program was an “integrated approach that supports people with diabetes”.

“It is exclusive to pharmacy and has been developed to support people both living with diabetes or with pre-diabetes and their families,” he said.

The program, which has been two years in the making, includes in-store collateral highlighting the pharmacy’s diabetes expertise, and is a blueprint for other areas such as cardiovascular and sleep apnoea.

Spotted at Pharmacy Connect

PHARMACY

Connect conference convenor Kos Slavov kept up with the latest industry news on Fri, with *Pharmacy Daily*’s front page story on location rules clearly piquing his interest.

He’s pictured pointing out some of the key issues with Mala Ganpati



from Roche Products.

Lots more pics from the conference at facebook.com/pharmacydaily.

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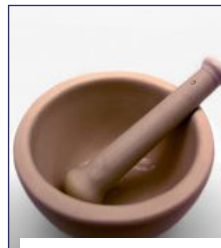


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Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is **Catherine Cervasio**, Founder -

Aromababy Natural Skincare.

Travel with baby

TRAVELLING with a baby or toddler can be made more comfortable with these simple tips. Why not share this information with new parents in your pharmacy?

Moisturise and Hydrate

To help keep skin well-hydrated during long-haul flights, use a non-greasy, water based natural cream. We suggest locking in moisture with unscented Moisture Cream specifically formulated for babies. For older children and parents, opt for a more nourishing formula however also free of essential oils is ideal. A thicker cream will go further and be more emollient, ideal for eczema and dermatitis sufferers. Travel can take its toll and be extremely dehydrating to the skin. A good routine which includes the application of a high quality, natural moisturiser to hands, face, legs as well as keeping up fluid intake, is vital for even the youngest of frequent flyers.

Protect and Pamper

If a child is using nappies or pull-ups, using a protective, natural balm can help to guard the skin from wetness and irritation. Natural ingredients including vitamin e and calendula can help soothe and then protect the skin by leaving a light residue. Some baby balms can also be used for adults – perfect to help minimise chapped lips, as a nail and cuticle balm, for dry, cracked heels and elbows, for sunburn, insect bites and much more. If recommending a quality, natural product with the addition of essential oils, you may be surprised at the relief one little jar of premium balm can provide.



Kiwi team wins Guild comp



THE now trans-Tasman Pharmacy Guild of Australia National Student Business Plan Competition has been taken out by a team from the University of Auckland.

Philip Casabag, Sean Turner, Surbhi Patel and Akhila Puthigae (**pictured**) formed the fictitious "NaturEd Pharmacy" in the town of Rotorua for their entry.

The winners were announced on the weekend during the Pharmacy Connect conference in Sydney, with NaturEd offering a "multilingual EduCare program which revolutionises health literacy

and patient education".

The runners-up were 'Eye Scream for Eye Screens' from the UTS Sydney team and 'One Life Pharmacy' from a group of students at the University of Sydney's Faculty of Pharmacy.

The principal sponsor of the competition is Blackmores, with EBOS, Gold Cross and PDL also supporting the prizes which include \$15,000 in cash for the finalists, a portion of which goes to the participating schools of pharmacy who produce the top three teams each year.

WIN WITH BETAHEART

This week *Pharmacy Daily* and BetaHeart are giving away each day a BetaHeart pack.

BetaHeart is a healthy oats and barley drink that tastes great and is high in betaglucan, which is scientifically proven to reduce cholesterol. Simply add one sachet a day to low fat milk, your favourite smoothie or water and enjoy! Our tasty 8-week Swiss chocolate and French Vanilla BetaHeart kit, will get you started for a healthier heart. For more information see www.betaheart.com.au

To win, be the first person from NSW or ACT to send the correct answer to the following question to comp@pharmacydaily.com.au

What is BetaHeart?

Check here tomorrow for today's winner.



Dispensary Corner

A KIWI cafe owner will be spending a lot less on hair care products in the future after he agreed to lop his luscious locks in the name of charity.

Ron Forrester from New Plymouth has a "special love for the rock'n'roll hairstyle" according to the *Dominion Post*, having worn it very long (**pictured below**) for more than 25 years.

However after discovering the good works done by the nearby Taranaki Retreat, which offers a safe space for people struggling with issues, Forrester decided to host a fundraiser at his Cafe Green Door, with a ceremonial haircut the main attraction.

He's having some second thoughts, saying "I love having long hair...people still laugh at me for having a 70s ponytail but I don't care, it's who I am".

However he's happy to lose his hair in a good cause.

"It's the only thing I've got that I love deeply and that I can give away," he said.



THAT old pharmacy stock might be valuable one day.

A British collector is selling a roll of Nazi era toilet paper almost 80 years after it was first issued by the German Third Reich's Wehrmacht armed forces.

The auction item featuring the Nazi imperial eagle is described as an "unopened roll of Edelweiss brand Klosettppapier (toilet paper) in remarkable unused condition".

It goes under the hammer later this month with an estimated price range of €80-€120.

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Part of the Business Publishing Group.

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