

## Gelclair relaunch

**SPECIALISED** Therapeutics has announced the relaunch of Gelclair in Australia, under license from Swiss firm Helsinn Healthcare SA.

Gelclair is used to relieve the pain of oral mucositis, a condition that can affect cancer patients undergoing chemotherapy and/or radiotherapy.

It's a bio-adherent oral gel that creates a protective film in the mouth, and has not been available here since 2015 - for more details see [www.STAbiopharm.com](http://www.STAbiopharm.com).

## ASMI urges S3 advertising

**THE** Australian Self Medication Industry has hailed the TGA invitation for feedback on proposals to allow more widespread advertising of pharmacist only (S3) medicines (*PD* yesterday).

ASMI marketing director Filomena Maiese noted a TGA statement in the consultation document that it was "widely acknowledged that a ban on advertising of pharmacist only medicines to the public was unique to Australia".

"ASMI's default position is that all S3 medications should be allowed to be advertised unless there are good public health reasons why they shouldn't be," Maiese said.

"Consequently, our proposed advertising model includes a clearly defined 'non-advertisable' list for products that fits certain exemption criteria such as products with a history of misuse, abuse or diversion for illegal use."

She said she was very encouraged to see S3 advertising taking such a prominent place in the consultation, with the six items up for discussion reflecting different facets of ASMI's proposals which suggest a structured format that includes disease awareness and emphasises the pharmacists' role.

ASMI also welcomed the possibility of a "proactive S4 to S3 switch committee" creating incentives to switch, with the measures having the potential to "reignite" the S3 category.

Research by The Macquarie University Centre for the Health Economy (MUCHE) in 2014 showed that switching 11 prescription-only medicines to OTC had the potential to generate direct cost savings of \$1.1b to the healthcare system plus indirect productivity gains of almost \$1b pa in employee yield benefits.

More info at [www.asmi.com.au](http://www.asmi.com.au).

## MATES on COPD

**THE** Veterans' MATES project has released a new topic on Chronic Obstructive Pulmonary Disease, and in particular keeping well during the colder months.

The resource includes info for health professionals, patients and carers, warning that exacerbations are almost twice as likely to occur during winter as in summer.

Analysis of DVA health claims data shows the majority of veteran hospitalisations for COPD in 2014/15 occurred in Jul and Aug. See [veteransmates.net.au](http://veteransmates.net.au).

## Support your Junior patients this winter

The BioCeuticals Juniors immunity range offers an efficacious array of nutrients and herbs to help optimise and support healthy immune function with great tasting formulations developed for children.

### ImmunoFactors for Juniors

This great tasting powder offers nutritional and herbal support for healthy immune function. Formulated with vitamin C, vitamin A, zinc and quercetin, the flexible dosing makes it ideal for kids of all ages.

### UltraBiotic Immune Support for Juniors

A combination of probiotics and vitamin C that has been clinically trialled to reduce the incidence and duration of upper respiratory tract infections in children.



Contact your Practitioner Sales Consultant today and take advantage of our Winter Deals!

For more information call 1300 650 455  
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PRACTITIONER-ONLY BRAND

## Cracks in the ice

**THE** Minister for Health has announced a plan that involves community groups across Australia working together to deliver targeted local action to help tackle drug use and addiction.

The first 40 Local Drug Action Teams have been announced with more than 160 partnerships formed between local councils, service providers, schools, police, sporting groups and non-government organisations under federal funding of \$298m over four years.

See [cracksintheice.org.au](http://cracksintheice.org.au).

## WIN WITH DESIGNER BRANDS

This week Pharmacy Daily and Designer Brands are giving away their NEW Escape Collection Cosmetic Bag Trios.

Stay organised, and accessories in style with Designer Brands 3 Piece Cosmetic Bag Trio. Perfect for storing all your beauty needs, these 3 compact beauty purses are the ideal size to pop in your handbag for on the go necessities. Available



in 2 great shades, Onyx and Crimson, these bags are also perfect for gifting! TIP: Use the handy clear purse to grab what you need quickly. **CLICK HERE** to see more.

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

What are the two colours available in the Escape Collection?

Congratulations to yesterday's winner, Kaye Hazel from Angel Medicine.

**Supports Natural Digestion**  
**LIFESTREAM ALOE VERA JUICE**

Kadac 1300 762 025 | [lifestream.co.nz](http://lifestream.co.nz)  
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# The original probiotic PLUS

Always read the label. Use only as directed.



## Clomiphene case

**THE** NSW Health Care Complaints Commission has prosecuted a complaint against GP Dr David Richardson, who practised at Richmond and specialised in so-called 'integrative medicine'.

The case involved the treatment of five male patients, and in particular prescribing for them the drug clomiphene.

Dr Richardson considered these men to have androgen deficiency.

Clomiphene is indicated for the treatment of women, as an oestrogen inhibitor usually used to treat infertility.

The committee found the doctor had engaged in unsatisfactory professional conduct for prescribing clomiphene without an authority under section 37 of the Poisons and Therapeutic Goods Regulation 2008, failed to conduct an appropriate assessment and failed to keep adequate medical records.

Richardson was cautioned and had conditions imposed including a 2 year ban against prescribing male patients androgen medications.

## VPA reprimands

**THE** Victorian Pharmacy Authority (VPA) has formally reprimanded two pharmacists in a partnership for carrying on a pharmacy business without the premises being registered, and without the owners having been granted a licence to carry on the business at those premises.

The appropriate applications had been lodged but the required notifications had not been submitted, and the pair had also not paid the associated fees.

In this case the pharmacists had relied on others to submit the required notifications, with the VPA noting that owners were ultimately responsible for ensuring legislative requirements were met.

In another hearing during Feb the VPA cautioned two pharmacists in partnership about failures to accurately record all S8 transactions, as well as storage of methadone, maintenance of a temperature data logger and making a false certification on the inspection report.

## Pharmacists on the green



**MEDICI** Capital hosted its second annual Women's Pharmacy Golf Day at Green Acres Golf Club in Kew.

Almost 40 women gathered from across the industry including owners and managers, banking, wholesalers and legal associates.

After a round of golf, participants gathered for dinner and a presentation on what made "women of pharmacy on par with one another in a literal sense".

The nearest-to-pin competitions were won by Melanie Hayton and Tanya Robertson of Sigma as well as Louise Membery from National Australia Bank and Robyn Poyner of Mount Beauty Pharmacy.

The overall winners were Kirstie Hepburn, Katie Mystakidi and Cara Murphy of Sigma plus Natalie

Sirianni of Attain Business Brokers.

The day was sponsored by Sigma, FRED IT Group, Victorian Chemist Golf Club and Attain Business Brokers plus [www.pearls.limited](http://www.pearls.limited).

## UK slimming sentence

**A BRITISH** couple has been given a 12 month suspended sentences for the illegal online sale of unlicensed slimming pills.

A shipment of tablets from Hong Kong was seized by the UK Border Force, sparking a Medicines and Healthcare products Regulatory Authority investigation.

The pills were found to contain sibutramine, withdrawn in 2010.

The pair had made over £215,000 from the sale of the items.



## Mater Mothers' Hospitals

### maternity + baby care products





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[matermothers.org.au/products](http://matermothers.org.au/products)

Contact us to discuss how our award-winning range of maternity and baby care products can benefit your pharmacy.

Order from Symbion	
PDE 081582	Mater Body Balm for pregnancy
PDE 119881	Mater Baby Wash
PDE 119865	Mater Baby Moisturiser

Mater Nappies are also available direct from Mater (4 carton minimum for FIS).



**Exceptional People. Exceptional Care.**





## Dispensary Corner

**MANY** of us start our day with a strong cup of coffee, but not one that packs a punch like this.

Since recently hitting the shelves, the almost deadly 'Black Insomnia' beans have been found to contain double the caffeine of Starbucks dark roast.

More worrying is that the drink is now being served in NZ.

Side effects of Black Insomnia include a cocktail of effects like heart palpitations, jitteriness, nervousness, restlessness, insomnia and, most seriously, cardiac arrhythmia.

The Caffeine Informer website has black-listed Black Insomnia as one of the 'Most Dangerous Caffeinated Products.'



**SNORING** victims unite - a new tablet-sized electronic gadget in the chin could be the answer to tackling that annoying habit.

The device goes into the chin so that tiny electrodes inside it touch the nerve and muscle that move the tongue.

The tongue is thereby prevented from dropping back over the airway which can contribute to sleep apnoea, a more significant problem with overweight people who snore more with increased pressure on the airway.

The signals prevent airway blockage during sleep.

An international trial of the device will start in May.

## 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)

### DB Spray & Set Makeup Setting Spray

Designer Brands **Spray & Set Makeup Setting Spray** provides a weightless and invisible film that helps to keep the complexion looking flawless throughout the longest day. This simple-to-use spray-on product is enriched with camomile, cucumber and green tea to create glowing, dewy and hydrated skin, constantly gently soothing and refreshing the skin to prevent dullness through all day wear.

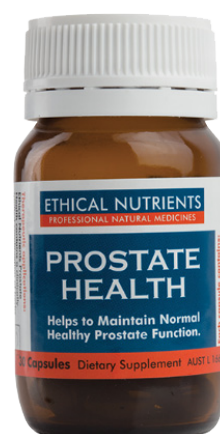


**Stockist:** 1300 765 332

**RRP:** \$9.99

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

### Prostate Health by Ethical Nutrients



**Prostate Health** contains a clinically trialled combination of herbs that may help to relieve urination difficulties such as hesitancy, dribbling, frequent and night time urination and relieve the symptoms of medically diagnosed benign prostatic hypertrophy (BPH). Prostate Health contains no added artificial flavouring, colouring or preservatives. Always read the label. Use only as directed. If symptoms persist consult

your healthcare professional.

**Stockist:** 07 3117 3300

**RRP:** \$33.99

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

### 5-Colour Pretty Night Eyeshadow

Clarins **5-Colour Pretty Night Eyeshadow Palette** is the ultimate eyeshadow palette with five shades



that can be blended together for an evening look, the I know-where-I'm-going look and the mystery-woman look. It contains stunning shades such as matte nude beige, shimmering golden brown, satin bronze, matte smoky plum and an intense matte black.

**Stockist:** 02 9663 4277

**RRP:** \$68.00

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

### Wild Blueberry Blend + Nature Boost Vitamin C - Blackmores Superfoods



Blackmores **Superfoods Wild Blueberry Blend + Nature Boost Vitamin C** contains over 50 hand-harvested wild European blueberries per serve. Fortified with Blackmores Nature Boost Vitamin C, this product is designed to support immune function

when consumed as a delicious drink and as part of a healthy diet.

**Stockist:** 1800 803 760

**RRP:** \$19.99 for 90 g

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

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