

Today's issue of PD

Pharmacy Daily today has two pages of news, our regular **Health & Beauty** feature plus a full page from **Flo Rapid Relief**.

Asthma handbook practice update

THE National Asthma Council has announced the release of version 1.3 of the Australian Asthma Handbook.

This revision includes "important and timely guidance on treatment implementations of thunderstorm asthma, managing allergic rhinitis in people with asthma, treating patients with asthma-COPD overlap," the Council said.

Developed by an interdisciplinary team of medical experts and incorporating feedback from primary care providers, the Australian Asthma Handbook is a useful online searchable resource and includes new information on thunderstorm asthma events.

Visit www.asthmahandbook.org.au to access the handbook.

ACCC targets GSK, Novartis

THE Australian Competition and Consumer Commission (ACCC) has launched Federal Court proceedings against GSK Australia and Novartis Consumer Health Australasia, alleging they made "false or misleading representations in the marketing of Voltaren Osteo Gel and Voltaren Emulgel pain relief products".

Similar to the case brought against RB regarding its "pain specific" Nurofen products, the ACCC alleges that Novartis and GSK represented that Osteo Gel was specifically formulated for treating osteoarthritis conditions, and was more effective than Emulgel to treat those ailments, even though the two products are identical.

Voltaren Emulgel and Osteo Gel both contain diclofenac diethylammonium gel 11.6mg/g. "We allege that consumers are likely to have been misled into purchasing Osteo Gel thinking that it is different to Emlugel and more effective for treating osteoarthritis conditions, when this is not the



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TESTED PRODUCT OF THE YEAR

Consumer Survey of Product Innovation 2018

Winner of Product of the Year 2018 Foot Care category "Survey of 13,500 people by Nielsen."

Medicinal mushrooms

BLACKMORES offshoot BioCeuticals has launched a range of medicinal mushroom supplements, with the ingredients DNA-tested for species accuracy and USDA organic certified.

The BioCeuticals UltraDefense range uses strict "pharmaceutical-grade growing conditions" to capture all of the biologically active components created in the complete mushroom life cycle.

The company says the key active constituents of medicinal mushrooms include polysaccharides, lectins, lactones, terpenoids and alkanoids.

BioCeuticals dietitian Belinda Reynolds said as well as providing vitamin D3, "studies show reishi, shiitake and maitake mushrooms help to support healthy immune responses and regulate inflammatory processes".

"Beta-glucans play a role in immunomodulation and each medicinal mushroom species has different beta-glucans with individual medicinal properties," she claimed.

Pharmacy profits

PHARMACY has been highlighted as a highly regulated sector in Australia which earns "above-normal profits," along with aged care, taxis, casinos and lotteries.

A new report from thinktank The Grattan Institute released last weekend urged the Government to permit stronger competition in pharmacies, as well as cut the overall regulatory burden.

"In pharmacies, government should finally remove constraints on competition, as many reviews have urged," the report said.

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Virtual pharmacy school

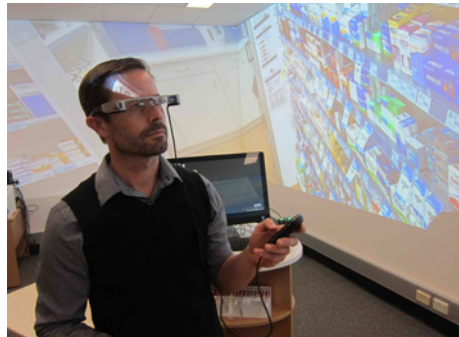
THE School of Pharmacy at Griffith University has announced the adoption of “dramatic new virtual reality and augmented reality technology” to provide a new immersive learning environment for students.

Instead of the usual teaching tools, the facility's classroom has now been fully equipped with six seamlessly edge-blended Epson high brightness projectors, ultra-short throw interactive projectors and the very latest Moverio BT-300 augmented reality smartglasses.

School of Pharmacy deputy head Dr Gary Grant said, “This cutting edge facility is the future of technology-driven education and provides students with a truly immersive virtual environment”.

The new teaching tool offers students a totally immersive and interactive experience enabling them to work in different environments including hospital and community pharmacy from anywhere in the world without ever having to leave the classroom. “Students are able to completely control the pace of their learning and interact with virtual patients in more or less any environment that is relevant to their work-integrated learning needs,” says Grant.

“One big advantage of the new technology is to facilitate better student preparation for placements which gives both the student and



their supervisor a better on-site experience.”

Pictured are the Epson Moverio BT-300 smartglasses and projectors.

Pharmacist role grows

INCREASING use of psychiatric drugs in the US is highlighting the increased demands on the role of pharmacists, according to a research letter published in *JAMA Internal Medicine*.

The research revealed that one in six adults in the US reported taking psychotropic drugs during 2013, prompting University of Alabama Clinical Pharmacist and Clinical Professor Cherry W. Jackson to identify areas of concern.

The largest increase has been in the prescribing of antipsychotics, antidepressants and drugs used to treat ADHD, Jackson said.

“It does seem like there's growth in the prescribing of psychotropics to children and the elderly, and those are two big causes of concern for us,” Jackson said.

“Pharmacists can play a critical role in evaluating and promoting medication adherence,” Jackson told *Drug Topics*.

“Nonadherence can be a contributing factor in overprescribing because physicians may increase the dose of a medication or write a prescription for an additional medication without knowing the patient is not taking the first prescription as prescribed.”

Adherence concerns are “a really big role for pharmacists, I think,” Jackson emphasised, adding these medications also have a lot of side effects, which need monitoring “by pharmacists and other members of the care team.”

Therapeutics consult

THE Therapeutic Goods Amendment (2017 Measures No. 1) Bill 2017 has progressed in the Senate which has referred it to the Senate Community Affairs Legislation Committee for inquiry and report.

The bill covers a broad range of issues around medicines indications, advertising, applications and penalties.

Closing date for submissions has not yet been established but the reporting date is set for 02 Feb next year - go to aph.gov.au for the bill.

New Zytiga PBS listed

A NEW formulation of Zytiga (abiraterone acetate) of 500 mg film-coated tablets is now available on the PBS, reducing pill burden for men with metastatic castrate-resistant prostate cancer from four 250mg uncoated pills to two pills per day - see pbs.gov.au.

The drug is an androgen biosynthesis inhibitor indicated for the treatment of patients with metastatic castration-resistant prostate cancer who are asymptomatic or mildly symptomatic after failure of androgen deprivation therapy or who have received prior chemotherapy containing a taxane.

CSL Vitaeris link

CSL and Vitaeris Inc. have announced they have entered into a strategic collaboration and purchase option agreement to expedite the development of clazakizumab, an anti-IL6 MAB, formerly ALD518, as a therapeutic option for solid organ transplant rejection.

Clazakizumab is a humanised, monoclonal antibody that binds to and inhibits Interleukin-6 (IL-6), an important driver of the inflammatory response and known to play a key role in transplant rejection, the joint release stated.

The deal will see US\$15m paid by CSL along with milestone payments “over several years” and includes an exclusive option for CSL to acquire Vitaeris.

PBA Communiqué

THE Pharmacy Board of Australia has released a communiqué in relation to its most recent meeting, summarising activities including the new joint statement on compounding medicines in conjunction with the Medical Board of Australia (*PD* 27 Nov 17).

The Board also reminded pharmacists of the importance of renewing registration, with the current “late renewal period” expiring on 31 Dec 2017.

Practitioners who apply for renewal after 01 Jan 2018 must lodge a new application, rather than simply a renewal, and will be removed from the national register.

A ‘fast track’ application can be made, but only during Jan 2018, and the pharmacist cannot practise until it is processed and the national register is updated “which can take time,” the Board said.

The Pharmacy Board met with the Pharmacy Council of New Zealand in Wellington on 28 Sep 2017 to discuss matters of common interest in relation to the regulation of pharmacists.

The communiqué also notes a Research Seminar held last month by AHPRA and the UK's Health and Care Professions Council to discuss the issue of patient safety in practitioner regulation.

Attended by about 150 people, the joint event looked at how National Boards learn from data to improve regulatory effectiveness, patient safety and professional standards internationally.

WIN WITH DESIGNER BRANDS

Each day this week Pharmacy Daily and Designer Brands are giving away 3 x shades of the Absolute Brow Pencil – valued at \$36.

Designer Brands Absolute Brow Pencil is the do-it-all brow hero. This versatile product includes a precision, triangular tip to define and feather-in brows and an integrated spoolie to groom and shape, before and after applying. With a soft, yet smudge-proof formula this brow pencil can transform brows, adding natural-looking thickness for all day wear. Available in 3 shades; Taupe, Hickory and Chocolate.

CLICK HERE to see more.

To win, be the first person from WA to send the correct answer to the question to comp@pharmacydaily.com.au

The Absolute Brow Pencil has a unique shaped tip, what is the shape?

Congratulations to yesterday's winner, Jessie Buzaki from AusCare Pharmacy Glass House Mountains.



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Dispensary Corner

THE first ever prescription video game will be approved in America in 2018 to help children with ADHD, after a pivotal clinical trial.

Developer Akili says playing tailor-made video games can help children with attention deficit hyperactivity disorder (ADHD), according to results from the study revealed on Mon.

Experts say it will pave the way for what would be the first such 'digital' prescription product.

The Wii game (pictured below) will be used to stimulate "specific cognitive neural systems" located inside the brain.



THE term 'tortured artists' has been used to describe some of history's greatest painters, from Vincent Van Gogh to Pablo Picasso.

According to a new study in the *INFORMS* journal *Management Science*, personal unhappiness, particularly that experienced in times of mourning or bereavement, can actually cause a significant decrease in the value of an artist's work.

Paintings created in the year following the death of a friend or relative saw a decline in value of about 35% compared to the rest of the artist's catalogue.

The researchers analysed 10,000 paintings by 33 French impressionist artists and 2,000 paintings by American artists.

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

Dermal Therapy Lip Balm

Dermal Therapy Lip Balm is

an ultra-hydrating lip balm that has been clinically tested to provide fast acting results. Specifically formulated with a unique blend of ingredients such as camphor, clove leaf oil and menthol, each works together to alleviate severe dryness and discomfort while also providing intense hydration. Dermal Therapy Lip Balm SPF 50+ is an ultra-protectant lip balm that helps to hydrate and soothe dry, chapped lips while at the same time protecting them from sun exposure and moisture loss.

Stockist: 1300 555 597

RRP: from \$4.95

Website: www.dermaltherapy.com.au



Bunion Protectors from Scholl



Scholl **Bunion Protectors** are foot padding designed to reduce friction and pressure on painful bunions. The dual layer pad provides cushioning and pressure relief while the protectors are designed slim and soft making them ideal to use in closer fitting footwear. Scholl Bunion Protectors are dermatologically tested adhesive. For application, feet should be clean and dry. Remove the protector from its backing paper, place the pad

centrally over the bunion and press against the skin to ensure it is securely attached.

Stockist: 1800 226 766

RRP: \$5.95 for a two pack

Website: www.scholl.com.au

Liquid Gold Self-Tanning Dry Oil

Bondi Sands **Liquid Gold** is a self-tanning dry oil that offers a natural and convincing sun-kissed glow. The self-tanner glides on with ease, is silky smooth and dry to the touch within seconds of application, develops depth over eight hours and lasts for a week. Bondi Sands Liquid Gold requires no washing off, doesn't leave a sticky feeling or a tanning smell, in fact all you can detect is a faint coconut scent. The formula is enriched with argan oil to richly hydrate and nourish the skin, adding moisture and softness to the golden glow.

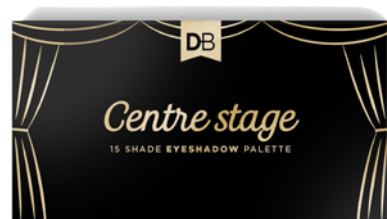
Stockist:

RRP: \$19.95 for 150 mL

Website: www.bondisands.com.au



Centre Stage Palette by DB Cosmetics



Designer Brands **Centre Stage Palette** provides the perfect Christmas gift for the

stylish girl. Beautifully presented in a black and gold case with theatrical motif, this eyeshadow palette contains 15 distinctive shades in a range of matte and shimmer finishes. The shades are arranged in colour groups to help create complementary or contrasting eye-catching looks to kill. This palette comes perfectly complete, with an eyeshadow brush and mirror compact included at an affordable pricepoint.

Stockist: 1300 765 332

RRP: \$14.99

Website: www.dbcosmetics.com.au



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*Isotonic nasal saline irrigation is an effective adjunctive therapy to intranasal corticosteroid sprays in allergic rhinitis.
Nguyen SA et al. American Journal of Rhinology and Allergy Vol 28 pp1-2

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