

ASMI on ad claims

THE Australian Self-Medication Industry yesterday raised concerns about proposals to ditch the existing system requiring pre-approval of consumer advertising for non-prescription medicines.

ASMI ceo Deon Schoombie said as the complementary medicine sector continued its rapid growth the organisation acknowledged that the TGA had had to "raise the bar" on compliance measures.

While welcoming and supporting reforms proposed in the Medicines and Medical Devices Review (PD yesterday), Schoombie said ASMI believed it would be sensible to see how effective alternatives to pre-approvals were, before abolishing a system "which we believe is an important compliance measure".

Kava now legal in WA

THE Pacific island medicinal drug kava, also known as *piper methysticum*, is now legal in WA and is being marketed at people with anxiety and sleep disorders.

Changes to the State's medicines and poisons laws last month mean that although a ban has been lifted on the plant product, bringing WA into line with other states, it will still be a closely regulated drug.

CMs 'not going away' - Guild

THE \$4.7 billion complementary medicines industry is "not going away, no matter how much its detractors huff and puff," according to Pharmacy Guild executive director David Quilty.

His statement was part of a Guild response to Mon night's ABC *Four Corners* program, with Quilty saying the show and the associated *CHOICE* 'mystery shop' highlighted the importance of community pharmacy in advising patients on all aspects of medicines.

"At the Guild we believe it is essential that consumers have access to objective, informed advice about complementary medicines, and by far the best place to obtain that advice is at a community pharmacy," he said.

"The constructive message to emerge from the *Four Corners* program was that the evidence base and labelling of therapeutic products are areas where we can improve our already world class regulatory system," Quilty added.

The Guild welcomed an indication by newly appointed Health Minister Greg Hunt this week, who said the government planned legislation in the second half of the year "to make it absolutely clear that the

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standards are what are claimed".

Quilty also noted key findings from the *CHOICE* 'mystery shop' which saw visits to 240 pharmacies by consumers who approached the dispensing counter and asked for advice on dealing with stress, with various products recommended.

CHOICE's conclusions included: "To be fair to the pharmacists, they were confronted with a customer prepared to purchase something to help them - it could be argued that by directing the customer to a product that the pharmacist believes might help, or at least do no harm, the customer would be better off than if they'd chosen a random product themselves."

Quilty said "the overwhelming majority of community pharmacists are motivated by genuine care and a desire to ensure the best possible outcomes for patients, based on evidence and transparency".

PSA17 abstract call

THE Pharmaceutical Society of Australia has called for the submission of abstracts for its upcoming PSA17 annual conference with selected abstracts to be presented as part of the event's 'Pioneering Clinical Practice and Research' stream.

PSA17 is being conducted in collaboration with the Commonwealth Pharmacists Association, meaning abstracts will provide a unique opportunity to network with potential collaborators and to have research presented on an international stage.

Abstracts must be submitted by Fri 26 May - more info at psa.org.au.

Vincent on board

NEW Australian Pharmaceutical Industries (API) ceo Richard Vincent yesterday became a director of the company, taking the place of outgoing chief Stephen Roche who has resigned from the API board.

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Dispensary Corner

A TOURIST was caught red handed mailing meth to his hotel in West Key, Florida so he could try it for the first time on holiday.

The illegal substance, which was reportedly wrapped in dirty socks, was found when an hotel employee opened the parcel.

The box was simply addressed to the hotel with a return address with the name Robert Dean Bare.

When the infamous Mr Bare came to stay at the hotel, an undercover detective posing as a hotel manager gave him the package and he was arrested.

Bare's excuse that he came to Key West "to party" did not hold up too well with authorities.



WANT to stay fit but can't drag yourself to the gym? Well, turns out every day domestic duties might be the key to keeping your waistline trim.

A new AXA PPP Healthcare study showed sorting the laundry, vacuuming and car washing all burn around 200 calories.

Pharmacy mental health resource

THE Mental Health Commission of NSW has developed new resources for patients with a mental health concern, to be distributed to communities through over 2,000 pharmacies and neighbourhood centres this month.

A postcard-sized discussion guide and series of videos are intended to help people feel more confident and informed about medications such that they gain more from discussions with their chosen health professional, with communities invited to "chat with your pharmacist" about mental health issues.

Topics covered include alternative treatment options, side effects, costs, opportunities to participate



Mental Health Commission
of New South Wales

in prescribing decisions, whether medication will assist them to achieve their recovery goals and how and when prescriptions will be reviewed.

"Medication is one of many important factors that can support recovery," said NSW Mental Health Commissioner, John Feneley.

The Commission developed the postcard and videos following the findings of its *Medication and mental illness: Perspectives* paper, released in Dec 2015, and is based on an analysis of over 200 submissions, including those from people who have experienced mental illness, and from clinicians.

The supporting content is online at pharmacydaily.com.au/videos.

Win with dreambaby

This week Pharmacy Daily and Dreambaby® are giving readers the chance to win each day a Stroller Fan and Strollerbuddy® drink holder.

The Dreambaby® Stroller Fan, with its soft foam fins, is ideal to safely keep your baby or toddler cool and is the must-have travel accessory this summer. The Dreambaby® Strollerbuddy® drink holder is perfect to carry water bottles, sports drinks, sippy cups or other cool beverages within reach while you push your bub in the stroller this season. Available in both grey with white trim and black with white trim. For more visit www.dreambaby.com.au

To win, be the first person from SA or NT to send the correct answer to the question below to comp@pharmacydaily.com.au



Where would you attach your Dreambaby® Strollerbuddy® Drink Holder onto your pram?

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Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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Part of the Business Publishing Group.

Publisher/Editor in chief: Bruce Piper

Managing Editor: Jon Murrie

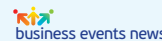
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