

Today's issue of PD

Pharmacy Daily today has two pages of news plus our regular health & beauty feature.

World Pharmacists Day competition

THE 25th of September is World Pharmacist Day, a time to celebrate the contributions pharmacists make to health services, and the Tasmanian branch of the Pharmacy Guild of Australia is giving away a morning tea to one lucky Tasmanian pharmacy.

To enter, post your favourite photo of your pharmacist providing professional advice, to the Pharmacy Guild of Australia Facebook page, use the hashtag #worldpharmacistday and tag your pharmacy.

The winning photo will be drawn on the 22 Sep 2017 and receive a morning tea, delivered to your pharmacy on World Pharmacist Day to get the party started, courtesy of the Guild's Tasmania branch.

OTC codeine misuse costs

SERIOUS misuse of OTC painkillers containing codeine is costing one South Australian hospital around \$1 million per year, according to a University of South Australia five-year review of hospital admissions relating to their impact.

Lead investigator Dr Jacinta Johnson said "serious misuse" of codeine-combination products such as Nurofen Plus, Panadeine Extra and Mersyndol had led to increasing numbers of people being admitted to hospital with stomach ulcers and gastric bleeding, and acute kidney and liver failure.

Johnson, a lecturer in UniSA's School of Pharmacy and Medical Sciences, led the Australian-first study analysing the costs of 99 hospital admissions related to over-the-counter combination painkillers containing codeine (CACC) from 2010-2015 at a South Australian Hospital.

Thirty patients – many with multiple readmissions – cost taxpayers an average of \$10,000

per hospital stay, amounting to a significant \$1 million dollar bill.

Almost 70% were admitted with health issues relating to taking excessive amounts of ibuprofen-codeine products, while 20% reported using paracetamol-codeine products and almost 9.4% used both.

In some cases patients were taking up to 90 tablets a day – the average was 28 which is almost five times the recommended daily dose.

People used the codeine-combined painkillers mainly for back pain, migraine and headaches.

The study was undertaken in the wake of a decision by the Federal Government's health regulatory body to ban OTC access to CACC products from Australian pharmacies from 01 Feb 2018.

Johnson added a balancing thought saying, "It is possible that doctor visits will spike, adding costs to Medicare."

"That remains to be seen and will no doubt be analysed in due course."

CLICK HERE to access the study.

Dispensing sans script

NEW Zealand pharmacists will now be able to supply funded nicotine replacement therapy and emergency oral contraceptives to eligible patients without a prescription under new regulations to take effect later this year.



Discover BioCeuticals Pain Relief Range



Beta-blockers blocked

HEART attack sufferers over the age of 65 years who have been prescribed beta-blockers along with their standard-of-care statin and ACE inhibitor, actually derive no additional survival benefit from the beta-blocker, according to a new Monash University study published in the *Journal of the American College of Cardiology*.

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TGA clamps down on unapproved goods

THE Therapeutic Goods Administration (TGA) has announced it has successfully pursued the conviction of a man and a woman in connection with two criminal charges surrounding the manufacture and supply of unapproved therapeutic goods.

The hearing was held on 12 Jul this year at Devonport, Tasmania.

The product, known as Black Salve, is not approved for marketing in Australia and has been the subject of TGA alerts referring to Black and Red salves in treating cancer and Black Salve, Red Salve and cansema.

The two individuals were convicted and fined \$750 each and the court ordered the goods seized as evidential material and forfeited to the Commonwealth.

Epilepsy in Medadvisor

ASX-LISTED digital medication management company, MedAdvisor, has announced a partnership with the Epilepsy Foundation in order to improve health outcomes for those living with the condition.

The partnership will see MedAdvisor and the Epilepsy Foundation, an epilepsy support organisation, working together to affect change at a time when an estimated 250,000 Australians are living with the disorder, the announcement said.

With medication the first line of treatment in the management of epilepsy, MedAdvisor can play a crucial role in increasing medication adherence through its well-established medication management platform.

MedAdvisor said its platform was currently used by more than 840,000 people across Australia and was connected with over 45% of Australian pharmacies.



The company sees the partnership with the Epilepsy Foundation as further validation for its adherence system, which also has relationships with other leading health associations such as Diabetes Australia, the Stroke Foundation,

Glaucoma Australia and Osteoporosis Australia, now reaching a total audience of approximately 6.5 million patients.

MedAdvisor ceo Robert Read said the partnership with the Epilepsy Foundation would further help to directly improve the health of Australians affected by epilepsy.

"In Australia, medication adherence in epilepsy is typically quite low, with just 60% of medication doses taken as prescribed," Read said.

"When doses are missed in patients with epilepsy, there is an increased risk of seizure activity. Those who are using MedAdvisor for the management of epilepsy, are 15-20% more adherent to their medications, resulting in better health outcomes.

"This is the third partnership we have entered into with an Australian NGO fighting for better health outcomes for Australians living with epilepsy and we're really proud to be the 'pharmacy in their pocket'."

Butterfly given wings

THE Butterfly Foundation, which supports people with eating disorders, is to get an injection of funds from the Federal Government enabling it to launch it's new 'National Agenda for Eating Disorders'.

The Foundation will receive \$1.7 million to expand its national counselling service, ED Hope, which provides information and guidance on treatments and referral options to people affected as well as their family and friends seeking advice.

The Agenda aims to ensure there is a national approach to help people with the condition via a bank of information around what works, so people suffering from this disease can access the best treatment for their needs.

The Foundation will receive an additional \$1.2 million over the next two years to improve the skills of counselling health professionals through the National Eating Disorders Collaboration.

Medlab 20 year patent

AUSTRALIAN-LISTED medical life science company Medlab Clinical Limited has been granted a 20-year patent covering the Australian market for its probiotic product, NRGBiotic.

The company announcement said that applications for patents were also underway in the United States, Europe and two Asian countries.

According to Medlab ceo Sean Hall, achieving a patent for NRGBiotic independently validates an important pillar of Medlab's science.

"To be granted a patent on our NRGBiotic product, Medlab needed to show uniqueness, usefulness and effectiveness," Hall said.

The product targets co-therapy in managing chronic diseases such as depression.

Along with probiotics and gut health, Medlab is also focused on Nanocelle delivery technology which is already being applied to a statin, and to forms of cannabis in trials.

NanaBis (tetrahydrocannabinol/cannabidiol - THC/CBD) is under cannabis trial for advanced oncology patients with intractable pain while NanaBidal (CBD only) cannabis is in trials for patients with nausea, vomiting and seizures.

Medlab says it has five core research programs examining the role of bacteria in health: obesity, chronic kidney disease, depression, musculoskeletal muscle loss associated with ageing, and non-opioid pain management.

Win with Aromababy

This week Pharmacy Daily and Aromababy are giving away five Eczema Care Kits including unscented duo Pure Baby Moisture Cream 125mL, Pure Baby Wash 150mL and best selling Barrier Balm.



Aromababy was launched in 1994 as the first, natural baby brand of its kind. Aromababy offers a comprehensive selection of natural and organic products for mother and child including unscented/essential oil free, for sensitive skin and for older children, all of which are free from dairy/goatsmilk, sulphates and parabens. Gift-with-purchase, free samples, testers, training and product for Maternal and Child Health Nurse available to pharmacy. Email info@aromababy.com or call 03 9464 0888 for more information.

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

Can Aromababy products be used on sensitive skin?

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

Wanted – Retail Operations Trainer

POS Works Retail Software is looking for a Pharmacy Retail Manager/ Inventory Manager based in Brisbane, who is ready to take the next step in their career. We are offering the right person a chance to step out of the store and work across a diverse retail portfolio of hundreds of stores coast to coast in Pharmacy retail.

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www.posworks.com.au



Dispensary Corner

TALK about flush with cash

- Geneva prosecutors are investigating after toilets in the financial district were found blocked by about \$100,000 in high-denomination Euro banknotes, they said on Monday. "We are not so interested in the motive but we want to be sure of the origin of the money," spokesman Vincent Derouand said, adding that neither throwing money away nor blocking a toilet was a crime.

Four different toilets were involved, including a vault toilet at the UBS bank and nearby bistros - police are looking for a well-fed wealthy banker with a bottom of the harbour investment portfolio.



THE end of the world is NOT nigh, unless North Korea or the US get very excited, that is.

Despite the predictions of doomsayers, the Earth is not about to be obliterated by any celestial collision course object called Nibiru, or anything else, any time soon, says NASA senior space scientist David Morrison.

David Meade, an author of books on numerology, has made the prediction - it is unclear whether he has sold his home or etc, but he did run numbers on the recent eclipse of the sun and obscure statements in the Bible to calculate doomsday as 25 Sep. Chin up Meade.

Health, Beauty and New Products

Dermal Therapy Very Dry Skin Lotion

Dermal Therapy **Very Dry Skin Lotion** is an everyday moisturiser designed to nourish and hydrate very dry skin. A single application keeps the skin moisturised for 24 hours and has been clinically proven to increase skin hydration. Formulated with vitamin E, dimethicone and urea in a blend of moisturising emollients, Dermal Therapy Very Dry Skin Lotion is suitable for dry skin conditions associated with eczema, psoriasis and other various dermatological conditions.



Stockist: 1800 506 750

RRP: \$15.95

Website: www.dermaltherapy.com.au

Sensitive SPF 50+ Sunscreen

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

To cater for those with sensitive skin, Cancer Council sunscreen has launched **Sensitive SPF 50+** in a 200mL **Finger Pump**. The dermatologically tested 5% zinc formulation is fragrance and paraben free. It also contains aloe vera and vitamin E to moisturise the skin, whilst the inclusion of the finger pump provides clear dosage directions: two pumps equates to 5mL. Cancer Council recommends 5mL be applied to each arm, leg, front torso, back torso, face (including neck and ears). Sales from all Cancer Council products help fund cancer research and services.



Stockist: 1300 364 515

RRP: \$19.45

Website: www.cancercouncil.com.au

Clinical Protection Anti-Perspirant Deodorant by Dove

Dove **Clinical Protection Anti-Perspirant Deodorant** combines clinical strength wetness and odour protection with skin caring ingredients and body-responsive technology to deliver maximum wetness protection. With one quarter moisturising cream, it provides 48-hour protection even after showering and features a soft fragrance of cucumber and green tea. Dermatologically tested and suitable for all skin types, this product is recommended to be applied in the evening.



Stockist: 1800 061 027

RRP: \$14.73

Website: www.dove.com.au

Hello Brows 2-in-1 Stylus by Ulta3

ulta3 **Hello Brows 2-in-1 Stylus** is a dual-ended brow product that features a pencil on one side and a gel on the other. The wind-up pencil features a precisely angled tip for accurate depth and definition, while the clear setting gel will keep brows in place throughout the longest day. ulta3 Hello Brows 2-in-1 Stylus is now available in two striking colour combinations ready to make anyone shine at any event: blonde and brunette.



Stockist: 1800 181 040

RRP: \$9.95

Website: www.ulta3.com.au