

Panadol win for GSK

RECKITT Benckiser has been banned from making claims that ibuprofen (Nurofen) provides faster and more effective relief from pain caused by common headaches than does paracetamol (Panadol), with a Federal Court judge yesterday saying RB had engaged in misleading or deceptive conduct.

The case, brought by Panadol maker GlaxoSmithKline, was in relation to 2015 advertisements based on a single clinical trial in 1996, with two other studies failing to replicate the findings.

Federal Court judge Lindsay Foster granted a permanent injunction and ordered RB to pay GSK's costs.

The court heard evidence that consumers bought OTC pain medications every two months, and that 33% of patients buy both paracetamol and ibuprofen based on different needs, new medical conditions or in-store displays.

Dispensary Corner

WHITE privilege - Lelux Hospital in Thailand is offering a skin whitening service - nothing unusual in that is there?

Err, in this case, the objects of whitening are the penis and the vagina - mmm.

Marketing manager Popol Tansakul said they had introduced vagina-whitening services four months ago but "Patients started to ask about penis-whitening, and so we started the treatment a month later".

Currently an average of 20-30 patients undergo treatment each month, some travelling from other countries for the 'privilege'.

Thailand's Public Health Ministry has issued warnings against the practice - and no pictures today.

Res-care meds simplified

WEBSTERCARE has announced changes to its RxMedChart process, claiming the new system can "reduce time spent on administration by doctors in NSW aged care facilities by 60%".

Webstercare md Gerard Stevens received notification late Dec from the NSW Ministry of Health that long awaited changes to the prescribing and dispensing of medications in NSW residential aged care facilities had been approved, removing the need for handwritten medication orders.

Prescribers can now simply sign and date a detailed printed Webstercare RxMedChart Order Sheet, reducing paperwork time dramatically and improving the accuracy of medication dispensing. Stevens said, "With the changes



announced by the NSW Ministry of Health, the RxMedChart System will further help reduce the administrative workload of doctors working in aged care facilities freeing up more time for them to spend with patients."

Metropolitan Pharmacy Services pharmacy manager Danielle Martusciello added, "This decision means that the RxMedChart system can be used by the pharmacy, doctors and facility staff in the way it was originally designed.

"The changes to the residents' charts are much clearer and the administrative work for doctors and pharmacy staff is greatly reduced."

See details at health.nsw.gov.

Final PA pain module

THE Pharmacy Guild of Australia and the Pharmaceutical Society of Australia have released the final module to assist pharmacy assistants in their communication with patients about pain, in anticipation of the 01 Feb scheduling changes for codeine-containing medicines.

Visit psa.org.au or myCPD.org.au.

BD pinged by FDA

THE US Food and Drug Administration has issued a warning letter to Becton Dickinson & Co about marketing "significantly modified versions" of BD Vacutainer blood collection tubes without clearance or approval.

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Tamper-resistant oxy doesn't help abuse

A NEW UNSW National Drug and Alcohol Research Centre study published in *The Lancet Psychiatry* this week has found the introduction of tamper-resistant OxyContin tablets in Australia in 2014 has had little impact on overprescribing, overuse and harm of opioids.

See ndarc.med.unsw.au.

WIN WITH BENZAC

This week *Pharmacy Daily* and Benzac are giving away a prize pack each day including Benzac Daily Facial Foam Cleanser, Manicare Compact Mirror and Benzac Excess Oil Control Moisturiser.



Benzac Daily Facial Foam Cleanser is specially designed for acne prone skin, removes impurities and helps unblock pores without drying the skin. The newest addition to the Benzac range, Benzac Excess Oil Control Moisturiser is a clinically proven moisturiser with active ingredients specially designed for acne prone skin. Excess Oil Control is non-comedogenic and also acts as a primer with a mattifying effect, prepping the skin for makeup. To win, be the first from VIC or TAS to send the correct answer to the question below to comp@pharmacydaily.com.au

Why is Benzac an efficacious treatment against acne bacteria?

Congratulations to yesterday's winner, Tahlia Wilson from Gambier Village Pharmacy, Mount Gambier.