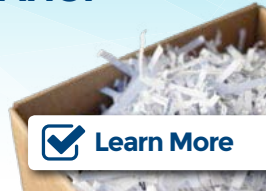


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Today's issue of PD
Pharmacy Daily today has two pages of news plus our regular Health & Beauty feature.

'Consumers are winners'

THE Australian Self Medication Industry (ASMI) has touted consumers as "winners" from the Therapeutic Goods Administration's (TGA's) proposed advertising reform (PD 19 Jan) and new approach to increasing availability of pharmacist-only medicines.

ASMI has announced its support for the TGA's commitment to change restrictions on the advertising of pharmacist-only (Schedule 3) medicines, and the establishment of a working group that will proactively identify prescription medicines suitable for down-scheduling to pharmacist-only and over-the-counter (OTC) access ('switch').

As long-time advocate for relaxing of advertising restrictions around S3 medicines, ASMI hailed the updated AHMAC Scheduling Policy Framework for Medicines and Chemicals which states that the default position for advertising S3 medicines will shift so S3 medicines will be allowed to be advertised unless the Scheduling Delegate determines that there are clear and specific reasons they should not be.

The newly created working group, comprised of representatives from pharmacy, medicine and State and

Federal Governments, will advise the TGA on these and several other topics related to medicine scheduling, including identifying candidates for 'switch' and new controls for pharmacist-only medicines, particularly those that have been down-scheduled.

"ASMI has already done preliminary work in this area and we anticipate being able to add value to discussions on these factors," said ASMI Regulatory and Legal director Steve Scarff.

"The ASMI Secretariat will be involved with this group at the initial meeting in February 2018," Scarff added.

He also said ASMI anticipated that the down-scheduling process would be streamlined to encourage more manufacturers to apply for S4 medicines to be switched to OTC.

Harvey responds

KEN Harvey says he and his so-called "fringe group" colleagues are raising genuine concerns about proposed revisions to the "current convoluted and impotent advertising complaint system". Responding to Complementary Medicines Australia ceo Carl Gibson (PD yesterday), Harvey said he is supportive of the TGA taking over complaints about therapeutic goods, however he is concerned with the agency's track record in dealing with them.

"Since 2011 the Therapeutic Goods Advertising Complaint Resolution Panel has submitted 541 complaints to the TGA for non-compliance with Panel determinations and other reasons.

"Over that time the TGA has only published information about 78 (14%) complaints; 46 that attracted a 'Regulation 9 order' and 32 complaints where compliance was achieved following TGA intervention.

"Numerous additional complaints, sent direct to the TGA, have never been reported on," Harvey said, claiming that therefore the Complaints Resolution Panel's track record was better than the TGA's.

He noted that response times from the current Complaints Resolution Panel had been hampered by the refusal of the TGA to fund sitting fees for a representative from the RACGP.

\$11.6b Sanofi buy

SANOFI has announced the US\$11.6b acquisition of Bioverative, a biopharmaceutical company focused on haemophilia and other rare blood disorders therapies, including Eloctate and Alprolix, both of which are marketed in Australia, Japan & North America.

Codeine podcast

AUSTRALIAN Prescriber has posted a special podcast focusing on codeine-containing products scheduling with St Vincent's Hospital staff specialist, Alcohol and Drug Services, Clinical Pharmacology and Toxicology, Sydney Associate Professor Darren Roberts - [CLICK HERE](#).

Nicotine addiction post-grad course

THE Woolcock Institute of Medical Research is hosting a three-day specialised training program titled 'Nicotine Addiction and Smoking Cessation Training Course - Intensive Intervention'.

Led by founding editor-in-chief of *The Journal of Smoking Cessation* Professor Renee Bittoun, the postgraduate level course will explore the causes, consequences, treatment and research of smoking cessation, nicotine addiction and appropriate evidence based smoking cessation techniques in practical application.

Course fees are \$1,870 incl. GST - visit eventbrite.com.au.

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TBN team getting fancy



THIS month's Total Beauty Network (TBN) sales conference was truly a show-stopper, with the group's four brands gathering for the first time ever to celebrate a record year of sales growth in 2017.

Overall revenue leapt more than 28%, with more than 80 TBN brand representatives coming together to review results and discover new products from Inika Organic, Raww Cosmetics, Designer Brands and Colour by TBN.

Designer Brands enjoyed double digit pharmacy growth in 2017, with the highest growth in new pharmacy stockists since the brand launched in 2006.

"These amazing results show how DB is consistently outperforming the Australian cosmetics market,

with more than five times average market growth," the company said, with the result particularly noteworthy because TBN is committed to a no discounting policy on any of its four brands.

Inika Organic grew 42% in the Australian salon and health channels, while Raww Cosmetics celebrated "extraordinary success" since launching into pharmacy channels last year (PD 09 Jul 2017).

Testimonials from pharmacy owners during the conference described how Raww products were "flying off shelves," with some stores experiencing Raww skincare selling out completely in 24 hours.

The company said Colour by TBN was set to dominate the budget colour cosmetics market, with the announcement that the entire range is now Certified Vegan.

A new range of Colour by TBN vegan lipsticks was launched at the conference, with RRP of just \$3.95.

TBN CEO Tony Rechtman said the conference marked the beginning of the company's most important year ever.

"We've set the stage for TBN brands to continue taking over the world, and we couldn't be more thrilled to see the tremendous market-leading growth we experienced in 2017," he said.

Rechtman is pictured above with, from left: Markeeta King, brand manager Designer Brands; Elise Synnott, brand manager Raww Cosmetics; and Celia Trevisani, brand manager Inika Organic.

NSW govt funds free kids flu jab

CHILDREN aged under five are now eligible for free flu injections in accordance with a new influenza vaccination program launched by the NSW Government yesterday.

NSW Premier Gladys Berejiklian made the announcement, stating her government would be injecting \$3.5 million into the health scheme in the hope of combating the state's recent severe flu seasons.

"NSW, like the rest of the country, was subjected to a horror flu season last year. The program will target more than 400,000 children and ensure better protection for them and the wider community."

NSW's Minister for Health Brad Hazzard believes the initiative will also go a long way to ensuring parents continue to take childhood vaccinations seriously.

"Infants and young children are most likely to spread the flu and suffer complications – not only will the free flu jab help keep them safe during winter, but it will also protect their family and friends," Hazzard said.

Parents are being advised to access the free flu shot from their "usual immunisation provider: their GP, Aboriginal Medical Service, community health centre or local council," with NSW pharmacists only able to deliver flu vaccines to patients aged over 18.

For more info **CLICK HERE**.

Board reiterates opportunities

THE Pharmacy Board of Australia has urged pharmacists to "make your mark in pharmacy" by seeking appointment to the Board, with applications to fill practitioner and community member vacancies now open (PD 16 Jan 2018).

All Board appointments are made by the Ministerial Council for up to three years, with chair William Kelly saying successful appointees will contribute to the Board's delivery of its busy regulatory program.

"Pharmacists and community members with a real passion for patient safety are encouraged to apply," Kelly said.

"Serving as a Board member is an honour and a privilege... Board members play a key role in the regulation of pharmacists, whose vital work helps to keep our communities healthy," he added.

In 2016/17 the Board helped register and renew the registration of 30,360 pharmacists and 7,540 students, close 355 notifications about pharmacists and much more.

The Board has published insights from outgoing Board members Karen O'Keefe (community member), Trevor Draysey (South Australian practitioner member) and Rachel Carr (Western Australian practitioner member) to help those interested in applying understand more about the roles - see pharmacyboard.gov.au.

New UK needle exchange machine

A PHARMACY in Britain is now offering a needle exchange service using a vending machine, according to a *Chemist+Druggist* report.

The machine, which was obtained from Orion Medical Supplies, has been installed in partnership with charity group Addaction, and operates from the pharmacy's consultation room.

Patients can place any used needles in a bin before operating the machine with a plastic token.

The machine is said to halve the time taken by staff to complete a needle exchange.

Win with Wean Meister

Each day this week Pharmacy Daily and Wean Meister are giving readers the chance to win a Freezer Pod, Bib Set and Sippy Skillz Cups Set valued at \$77 per pack.

These stunning high-quality silicone feeding products will transform your weaning routine!

Pack comprises of: Freezer Pod tray for freezing your nutritious home-made baby food quickly and easily, 2 Easy Rinse Baby Bibs – designed to catch everything so less cleaning and more fun and 2 Sippy Skillz – Baby's First Cup – Dentist approved to prevent tooth decay. www.weanmeister.com.au

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

What are the Easy Rinse Baby Bibs designed for?

Congratulations to yesterday's winner, Celeste Barnes from Dalby & District Friendly Society Dispensary.



Dispensary Corner

A MAN from California recently found himself suffering from severe stomach cramps and chronic diarrhoea and unfortunately that was just the beginning of his trauma.

The 30-year-old soon discovered something was dangling from his rear end and naturally he suspected the worst.

“He was like, ‘oh my goodness my guts are coming out of me’,” said Kenny Banh, the emergency physician who attended to him during the incident.

As it turns out the dangling object was a 1.7 metre tape worm, the product of the man’s acute fondness for eating raw fish.

It is not yet known whether the experience has caused the Californian to completely cease and desist on sushi.



A MAN has been arrested for masquerading as an anaesthesiologist at the Sharp Grossmont Hospital in San Diego.

Zaid Jeorge told medical staff that he had attended Harvard Medical School and was currently interning at the hospital.

However, when suspicious staff ran some checks they soon discovered he was, in fact, an Iraqi national with a Swedish passport.

Jeorge will now have to hire a lawyer to defend the charges, or at the very least pull off an authentic impression of one.

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

Paracetamol Plus Diphenhydramine

Arrow Pharmaceuticals announces the launch of Chemists' Own Paracetamol Plus Diphenhydramine. This latest Chemists' Own product offers temporary relief of pain associated with sleeping difficulty, for example: headache, migraine, backache, arthritis, rheumatic pain and muscle pain, neuralgia, toothache or period pain. Paracetamol Plus Diphenhydramine can also help to reduce fever. Always read the label. Use only as directed. If symptoms persist see your healthcare professional.



Stockist: 1300 9 ARROW (27769)
RRP: \$9.95 for 20 tabs
Website: www.chemistsown.com.au

6 Miracles Oil Essence



Schwarzkopf Extra Care 6 Miracles Oil Essence is a hair oil treatment that has been designed to soften and condition hair, while protecting it from heat damage and promoting silkiness and shine. The oil has been formulated with a blend of oils, including pequi, maula, monoi and argan oils, to help deeply nourish and condition hair. Restore natural beauty, lustre and moisture in one treatment with 6 Miracles Oil Essence.

Stockist: 1800 022 219
RRP: \$10.99 (75mL)
Website: www.schwarzkopf.com.au

Brilliant Shimmer Dual Eyeshadow Pen

Designer Brands (DB) brings the opportunity to glam up your eye look with these dazzling limited edition dual-ended eyeshadows, featuring a metallic cream shadow and glitter to match. The **Brilliant Shimmer Dual Eyeshadow Pen** with its ultra pigmented formula glides onto the lids effortlessly and stays all day. Glitter can be used over the top or on its own, perfect for customising your eye makeup, and making that especially memorable statement. The **Brilliant Shimmer Dual Eyeshadow Pen** is now available in six stunning shades providing the flexibility to meet the highest of expectations at any occasion.



Stockist: 03 8544 8000
RRP: \$9.99
Website: www.dbcosmetics.com.au

Botanical Hand Therapy Trio



Crabtree & Evelyn **Botanical Hand Therapy Trio** is a special limited-edition hand care set that contains three Hand Therapy creams in three different fragrances. It includes citron, honey and coriander, pomegranate,

argan and grapeseed and tarocco orange as well as eucalyptus and sage. Each hand therapy is designed to meet the varying needs of hands from the delicate unexposed through to the toughened exterior sections with sun exposure, each with its own distinct fragrance.

Stockist: 03 8551 1000
RRP: \$70.00
Website: www.crabtree-elyvn.com.au