

## Pharmaxis to US

SYDNEY-based respiratory drug specialist Pharmaxis has established a North American subsidiary to be based in Philadelphia, Pennsylvania.

The company said the "strategic US presence" would strengthen its expanding US clinical and regulatory program "and prepare for the commercialisation of both Aridol and Bronchitol in the US."

CEO Alan Robertson said the firm plans to commence two US Phase III clinical trials of Bronchitol in the first quarter of next year, as well as filing a new drug application for Aridol with the US Food and Drug Administration.

The US operation will be headed up by Stephen Beckman, who previously headed up respiratory firm Exaeris and whose career also includes roles at GlaxoSmithKline and AstraZeneca.

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## Guild urges DAA regos

THE Pharmacy Guild is reminding pharmacies that if they register for the Dose Administration Aid program before 31 Dec they'll qualify for an early registration payment of \$1000.

A statement issued yesterday confirmed that more than 2500 pharmacies had already registered for the program, which is part of the Better Community Health Initiative of the Fourth Community Pharmacy Agreement.

Guild President Kos Sclavos said "It is important that pharmacies register early in order to provide a complete set of data."

"This data will inform the next

stage of the program and contribute to the development of a sustainable model of delivery to the community patients who will benefit most from this medication management service," he said.

Pharmacies can register using the forms provided in the Pharmacy Readiness Kit which was sent out last month, and which are also available for download from [www.guild.org.au](http://www.guild.org.au).

Sclavos said the kit also includes tools to help incorporating the DAA service into current business models, as well as promoting it within the local community.

## UK Nicorette move

BRITISH health authorities have issued a consultation document relating to the proposed reclassification of Nicorette Inhalators from Pharmacy-Only to General Sale.

Pharmacia Limited is requesting the change, with its application pointing out that although the inhalator is pharmacy-only, other nicotine replacement products including patches, gum, lozenges and tablets are already "considered to be suitable for sale without the supervision of a pharmacist" in the UK.

## Novogen trial

NOVOGEN Limited yesterday reported positive results in a phase 1b clinical trial of a new drug for inflammatory bowel disease (IBD).

The company said its drug NV-52 is a "novel compound...as an oral agent for the maintenance of remission in IBD".

Novogen said results of the trial indicated that treatment of the chronic, incurable condition may be possible with a single daily oral dose of the drug.

In mouse trials NV-52, which is a synthetic phenolic derivative, was found to be effective at reducing the initiation and severity of acute inflammation in the bowel.

## Two pages today

TODAY'S *Pharmacy Daily* has two pages including our regular Health, Beauty and New Products feature - see p2.

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## FDA equivocal on phenylephrine

THE US Food and Drug Administration is considering boosting the effective dose of phenylephrine in medications, after claims that the current 10mg OTC dose isn't sufficient.

The issue has arisen after a big increase in the use of the drug as a pseudoephedrine alternative in the light of widespread diversion of pseudoephedrine-based medications for illicit drug manufacture.

The FDA has reviewed several phenylephrine studies, including 14 on a 10mg dose and 10 looking at a 25mg dose, and said about half of the studies in both cases found the dose was effective.

Peak US manufacturing body The Consumer Healthcare Product Association said its analysis of phenylephrine data showed the 10mg dose is safe and effective, adding that "there is no convincing data to support that increasing the dose of phenylephrine to 25 milligrams is necessary".

## Gardasil OK- CSL

THE Therapeutic Goods Administration and manufacturer CSL say media reports of adverse reactions to cervical cancer vaccine Gardasil shouldn't give rise to safety concerns.

More than 2.2 million Gardasil vaccinations have been already administered, with the 500 or so reports of adverse reactions "consistent with those expected with any vaccine," the TGA said.

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### Beckham fever fragrances

Jump on the Beckham bandwagon and get this hot couple's latest fragrances before the hype surrounding David dies down and Victoria hits Australian shores in February for the Spice Girls tour. *Intimately Beckham for Him* and *Intimately Beckham for Her* are separate and yet complementary, said to "bring out the best in each other."

RRP: \$55-\$75  
Stockist: Coty  
Tel: 1800 812 663

### Introduction to mineral makeup

Mineral makeup is the hottest new trend in cosmetics. Inika's Mineral Starter kit makes the entrance into this world a lot easier. It contains a new organic primer, two mineral foundations (a summer and winter shade), a mineral bronzer and a vegan kabuki brush. Suitable for allergic or sensitive skin, or those wanting a product free of chemicals, preservatives and additives.

RRP: \$124.95  
Stockist: Inika  
Tel: 1300 146 452



### Bart aid

Take the pain out of cuts and grazes with *The Simpsons* Band-Aid range. Available in junior size, *The Simpsons* Character Strips are waterproof, hypoallergenic and have side seals around the pad to help protect against infection. A 20-pack contains Bart, Homer, Marge, Maggie, Lisa and Krusty the Clown.

RRP: \$1.99  
Stockist: Johnson & Johnson  
Tel: 1800 648 975



### Handy for half doses

The Apex Ultra Pill Splitter has the new addition of a blade guard and a pill grip to securely hold pills in place for splitting. Convenient for reduced dosage and easier swallowing, it also has a handy pill storage compartment in the base.

RRP \$11.95  
Supplier: McPherson's Consumer Products  
Tel: 1800 651 146



### Pretty powder from Paris

Presented in a Parisienne-style box, *Bourjois Loose Powder* is mineral-enriched to deliver a natural, velvety, evened-out complexion. With a light and feminine scent, the powder melts into the skin due to its fine texture, providing a light veil to full coverage. Offered in two shades, *Sable Elegant* and *Rose Chic*.

RRP: \$29  
Stockist: Heat Group  
Tel: 1800 181 040



### DISPENSARY CORNER

JAPANESE scientists have made a breakthrough in dentistry, with the creation of a robot which is able to feel pain.

The prototype of the humanoid was presented at the 2007 International Robot Exhibition, made up to resemble an attractive young lady wearing a cashmere cardigan.

She's named 'Simroid' and is able to say "ouch," frown and roll her eyes when a trainee dentist's drill hits a nerve.

"Because it's so real, dentistry students can see patients' feelings and will be able to develop good skills as they treat it, not as an object, but a human being," said one of the inventors Tatsuo Matsuzaki.

"The point is that we can share people's pain without hurting people," he added.

The developers have thought of everything - Simroid even has a sensor on her chest to record any inappropriate touching.

TOO many doughnuts can be more than a health hazard, according to a US man who's been charged with leading police on a high speed chase in a stolen Krispy Kreme truck.

The curiously named Warren Whitelighting rammed police cars during the chase, with doughnuts reportedly "flying out of the back" of the vehicle.

The *Wisconsin Capital Times* said Whitelighting was also charged with "stealing eight red-hot pickled sausages".

AND also in the US, a man's life was saved during a robbery this week when a bullet ricocheted off his wedding ring.

Donnie Register said he raised his hand to protect his head during the attack, when a shot was fired by one of the gunmen robbing his antique store.

"The bullet managed to go through two of his fingers without severing the bone," said a police spokesman.

"A part of the bullet broke off and is in his middle finger.

"We believe the wedding ring deflected the bullet and probably saved his life," the officer concluded.