

Contacts guidelines

MORE than 33% of eye problems suffered by wearers of contact lenses are a direct result of improper lens care and cleaning, according to research presented at the recent Asia Pacific Contact Lens Care Summit in Singapore.

The results have prompted the development of a "back to basics" set of lens care guidelines.

The Institute for Eye Research is urging eye care professionals to use the guidelines to help educate their patients on the importance of proper contact lens care.

Professor Brien Holden of the University of NSW said that although contact lenses are safe if used properly, many patients are cleaning and handling them in ways "that risk serious eye infections".

Key features of the guidelines include the use of a 'rub and rinse' technique which has been shown to reduce up to 99% of microorganisms on the lenses.

More info at www.ier.org.au.



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1. "A brief review of the use of honey as a clinical dressing". Molan, P.C., Primary Intention (The Australian Journal of Wound Management), 6 (1): 148-158 (1998).
2. White, R., Cooper, R. and Molan, P. (2005). Honey: A modern wound management product. Wounds UK Limited, Aberdeen, United Kingdom.

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API looks to consolidation

AUSTRALIAN Pharmaceutical Industries has signalled that it's open to consolidation of the distribution of products to pharmacies across Australia.

At the company's agm yesterday, chairman Peter Robinson reiterated that if there is an "opportunity for consolidation, particularly in infrastructure sharing, we are open to the concept.

"If we can provide a more efficient service to pharmacists, without compromising service standards, then all parties will benefit," he said, describing the existing "extensive and costly" product delivery infrastructure in Australia, replicated by three publicly listed companies for a population of only 21 million people, as an "oddy".

The meeting attempted to draw a line under the havoc of the last

18 months, which saw API reporting a \$17.2m 'unreconciled balance' as well as issues with stock and an uninvited approach from Sigma.

The company said changes put in place were now bearing fruit, with strong growth in the Priceline and Soul Pattinson brands giving improved profits.

MD Stephen Roche said both major divisions were now showing better results, with a key project underway to combine supply chain assets across the business.

Serevent delisting

GLAXOSMITHKLINE is reminding pharmacists that its Serevent Metered Dose Inhaler (green inhaler) will be discontinued as at 31 Dec 07 due to its CFC propellant being phased out.

GSK said there's plenty of stock available, with expiry date 02 Jul 09, and some outlets may wish to stockpile it as the product won't be removed from the PBS until 01 May 08.

The firm said its Serevent Accuhaler will continue to be available on an ongoing basis for the treatment of asthma and COPD, and said it recognises the "vital role pharmacists will play in assisting patients during this transition phase".

Two pages today

TODAY'S *Pharmacy Daily* includes our regular health, beauty and new products feature on page 2.

Japan to promote use of generics

HEALTH authorities in Japan are expected to force drug prices to be cut by 5.2% on average, as part of a reform package which will also aim to encourage more use of generic medicines.

Japan is the world's second-largest market for drugs, with the moves part of a biannual review of the health system there.

New Lilly chief

ELI Lilly and Co in the US has announced the retirement of its longtime chief executive, Sidney Taurel, who'll retire 31 Mar 08.

He'll be succeeded by the company's chief operating officer John Lechleiter.

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DISPENSARY CORNER

EVEN Santa Claus is getting involved in the obesity crisis.

A skinny Santa in Scotland is refusing to wear padding under his suit because he's concerned it may promote child obesity.

80-year-old Bill Winton says he decided to remove the padding after noticing the children sitting on his knee had become heavier over the years.

"The parents and kids have been asking why I'm so thin, and I say 'Santa's been on a diet'," he said.

"I hope other Santas across the country follow suit so that parents start taking responsibility for their childrens' diets," Winton added.

BUT it may not have the same effect in the USA, where a recent survey revealed that people are more focused on shaping up their finances than their bodies.

67% of consumers polled by Countrywide Bank said their top New Year's resolution was becoming financially fit, while 57% were committed to getting more exercise.

THIS isn't good news for pest control chemical makers.

A study in the US released this week found that the trauma suffered by fleas when they get sucked up by a vacuum cleaner is as effective as the most powerful insecticide.

Researchers at Ohio State University found that a standard vacuum cleaner killed 96% of adult fleas and 100% of younger fleas, with a spokesman saying "no matter what vacuum a flea gets sucked into, it's probably a one-way trip".



Tabu breaks into skin care

Australian pharmacy's best-selling classic fragrance, Tabu, is lending its famous name to a new skin care range for mature women. The limited-edition starter kit, with a retail value of \$45.85, consists of a hydrating cleanser, toner and moisturising cream. The key new ingredient, ProdeW400, is a group of amino acids with high moisture absorption and retention capabilities.

RRP: \$19.95

Stockist: Frostbland

Tel: (02) 8709 8800

Supermodel scent seduction

After years of being the face of other people's perfumes, clothes and cosmetics, Kate Moss has launched her first fragrance, named after herself. Kate is a multi-faceted and memorable floral-musk fragrance with heady notes such as pink peppercorns, orange blossom, lily of the valley, heliotrope, magnolia, peony and rose petals. It symbolises the ultra-feminine, quietly sexy, self-assured essence of a woman who has entranced the world.

RRP: \$50-\$85

Stockist: Coty

Tel: 1800 812 663



From tired to terrific

According to Revlon, Absolute C Skincare works with the skin's natural cellular activity to reveal the radiant glow of an eight-hour sleep. The cleansers, toners and lotions continually release highly stable vitamin C over 24 hours, while marine extracts boost hydration. Targeted at women with dull, tired-looking complexions.

RRP: \$20-\$30

Stockist: Revlon

Tel: 1800 025 488

Caring with carrots

Yes To Carrots C Through the Dry Spell Deliciously Rich Body Butter is a long name for a simple moisturiser. Paraben-free, the luscious formula combines juices from organic vegetables, such as carrot, pumpkin and sweet potato, with Dead Sea mud. Dry skin is provided with an immediate and long-lasting effect.

RRP: \$19.95

Stockist: Key Sun Laboratories

Tel: (02) 9905 7300



Mix and match makeup

Showcasing 29 of Ulta3's top-selling shades, the Colour Me Kit allows fashion divas to conveniently change their look to suit their mood or outfit. Including pastels, earthy tones and fun summer colours, the kit contains 16 eye shadows, four blushers, six lipsticks, a bronzer, pressed powder, mascara and makeup brushes.

RRP: \$14.95

Stockist: Heat Group

Tel: 1800 181 040

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