

Evidence lacking

A COCHRANE review, involving data from almost 250,000 people, has discovered that antioxidants may not have any life-extending properties.

"The findings of our review show that if anything, people in trial groups given the antioxidants beta-carotene, vitamin A and vitamin E showed increased rates of mortality," says Goran Bjelakovic, visiting researcher, at Copenhagen University Hospital in Denmark.

"The bottom line is that the current evidence doesn't support the use of antioxidant supplements in the general healthy population or in patients with certain diseases," he said.

Win a copy of Travelling Well!

CONGRATULATIONS to Mary Emanuel, QUM Manager for the Australian Self-Medication Industry who is the lucky winner of a copy of Dr Deborah Mills' *Travelling Well*.

Mary was the quickest off the mark yesterday to tell us that Japanese encephalitis is transmitted by mosquito bites.

Each day this week **Pharmacy Daily** has been giving away a copy of the book, which is a must have guide to a safe and healthy journey, with detailed advice about pre-trip preparation, how to look after yourself while away, and what to do if you get sick.

Dr Deborah Mills, widely known as "The Travel Doctor" is one of Australia's leading travel health care providers, and has over 20 years experience in the field.

Today's your last chance to win - the book will go to the first subscriber who correctly answers the following question:

What was the name of the travel sickness medication which was withdrawn in 2003 leading to the collapse of Pan Pharmaceuticals?

Email your answer to comp@pharmacydaily.com.au.

The fantastic prize will go to first reader who responds with the right answer, so make sure you send in your entry NOW!



TGA updates infant policy

THE TGA has reiterated its warning not to use OTC cough and cold medicines in children less than two years of age, in an updated announcement about the medications issued yesterday.

The new statement says the TGA has advised suppliers to cease labelling of these products for use in that age group, and will shortly order them to add the advice 'Do not use in children under 2 years of age' to all OTC cough and cold medicines sold in Australia - not just the ones containing sedating antihistamines,

Fish Oil innovation

BLACKMORES has released a new product called Odourless Fish Oil 1000, which contains no polysorbate 80 - an artificial surfactant used in some products to mask the fishy reflux.

The company says the new product completes "one of the most environmentally sustainable and rigorously tested fish oil ranges on the Australian market."

\$1million launch into space



ABOVE: Craig Silbery, director of Space Vitamins, and his team are calling in on pharmacies and health food retailers to introduce *space*, Australia's first 'super premium' multivitamin.

Space Vitamins officially launches next month and is backed by a \$1 million marketing plan targeting active individuals aged between 18-39 years.

Manufactured in Australia, *space* tablets contain high levels of premium grade active ingredients, with a 350% faster disintegration rate than the industry requirement for

therapeutic products, which maximises the absorbency of compounds into the bloodstream.

space is available in a 45 tablet pack for both men and women and retails at \$27.75. Pharmacies interested in a 21 day free *space* trial or who would like a representative to visit should call 1800 991 095 or see www.space-active.com.

POS label move

MOUNTAINTOP Systems has launched a new labelling feature in the latest version of its popular pharmacy point of sale system.

The enhancement allows shops to design and print custom labels ranging from 25mmx25mm to A4, straight from the POS to create eye-catching personalised stock or product highlights.

More info 1800 500 597.

New BP adopted

THE Health Dept has confirmed that from 01 Jul the definition of "British Pharmacopoeia" in the TGA Act will refer to the *British Pharmacopoeia 2008*.

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DISPENSARY CORNER

A FALLING fertility rate in Brazil is being blamed on the country's citizens being addicted to TV soap operas.

A study by the London-based Centre for Economic Policy Research reported this week said the main factor appeared to be the "unrealistically small families" portrayed in the popular television shows.

This had a "sizeable" effect on how many children women in Brazil wanted, with the effect particularly strong in poorer areas where people had less access to other information.

The fertility rate in Brazil has dropped from 6.3 children per family in 1960 to just 2.3 in 2000, with the researchers also finding that mothers were now four times more likely to name their babies after a TV character.

A NUMBER of hospital staff in the Philippines are facing the sack after allegedly posting a video of an operation on popular internet site YouTube.

A govt official said the clip apparently showed a man having a perfume canister surgically removed from his anus.

The video, which has now been removed from the site, showed medical personnel from a hospital in the country's centre using their cellphones to film the procedure while a doctor removed the container.

The reports don't detail how the perfume bottle got there in the first place.

A PD subscriber who doesn't want to be named says our story of the arsenic-laced rhinoceros horn (PD yest.) reminds her of some years back when she was working in a department with a large methadone clientele.

Staff were greatly troubled with the use of 'takeaways' being used as an injection, and a suggested solution was to add 5ml of suxamethonium injection (a rapid paralysing muscle relaxant) to each takeaway.

There would be no adverse effect if the methadone was taken orally as intended.

Apparently this ingenious suggestion wasn't taken seriously.