

Health book winner

CONGRATULATIONS to Danielle Smith, Pharmacist Manager of Pharmacy Health Whitford City in Western Australia.

She was the first to tell us that Travacalm was the name of the travel sickness medication withdrawn in 2003 leading to the collapse of Pan Pharmaceuticals.

Danielle wins a copy of Dr Deborah Mills' *Travelling Well* - a guide to a safe and healthy journey, with detailed information about pre-trip preparation, how to look after yourself while away, and what to do if you get sick.

Last week *Pharmacy Daily* gave away five copies of the book to our readers - congratulations to all the winners and keep watching for future competitions.

Antioxidant study criticised

THE Cochrane study which concluded that antioxidants may increase mortality (*PD Fri*) has been roundly criticised for its methodology, which was in some cases based on giving patients a single dose of Vitamin A.

The quantities of antioxidants administered as part of the study have "nothing to do with what informed consumers are actually taking," said a rebuttal article published by US nonprofit organisation The Life Extension Foundation.

The initial research also covered dosage timeframes of Vitamin A, Vitamin E and beta-carotene ranging from 28 days through to 12 years, and the analysis also excluded a large number of trials that showed no increase in mortality risk.

Most of the analysed studies were done on people who were already unwell, which the article said skewed the results and meant the overall conclusions were irrelevant to healthy consumers taking supplements.

Priceline to feed scan data

PRICELINE and market research firm Nielsen have announced a new partnership under which manufacturers will be offered data direct from the Priceline checkouts across Australia.

Nielsen pharmacy director Katherine Doric said the deal would "be a major advantage for health and beauty manufacturers in Australia."

The Nielsen ScanTrack Priceline data will allow manufacturers to better understand their products' performance and will allow the comprehensive analysis of categories, price, distribution and other factors.

STOCK EXCHANGE

WELCOME to *Pharmacy Daily's* Stock Exchange column, where the industry is able to promote close to expiry or surplus items.

Today's item is:
1 x Wartec Solution exp 05/08. Listed in Sigma's price list at \$31.49 - Norwest Amcal Pharmacy will take \$9.95+freight at cost.

More info 02 9659 7005 or email norwest.pharmacy@nunet.com.au.

If you have items you'd like to offer through *PD's* please email stockx@pharmacydaily.com.au.

Drug firms paying hospital wages

THE NSW govt's Garling inquiry into public hospitals has revealed doctors have approached pharmaceutical companies to ask for money to pay and hire staff.

A doctor at Liverpool Hospital told the inquiry last week that this was common practice.

She said a drug company had provided \$20,000 after she asked them to pay the wages of a new administrative assistant.

AMA NSW president, Dr Andrew Keegan, said that drug companies were increasingly subsidising wages, usually for administrative roles, in many major hospitals.

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DISPENSARY CORNER

COMBANTRIN and Vermox are probably popular in a British village called Denshaw.

Pranksters have rewritten the locale's entry in online information source Wikipedia, saying its population was devastated by a tapeworm outbreak ten years ago.

The mischievously updated entry says "There has not been much tourism in Denshaw since the Ascariasis epidemic in 1998 which left most of the village seriously ill."

Other false claims include that popular local sports include rock rolling, cow shooting and sheep hurling.

A YOUNG New Zealand woman has won a competition for the best wedding gown made completely from toilet paper.

The so-called "flushing bride" Vicky Heir paraded through the main street of Christchurch last Fri in the lead-up to a Wedding Expo on the weekend.

Designers were allowed to use 8 rolls of the double-length Cottonsofts toilet tissue to make their dresses.

Expo organiser Peta-Marie MacLod said the entries were "absolutely stunning."

"It was just amazing, the amount of effort some put in."

"They looked like the real thing," she said.



Don't wear this out in the rain - the toilet paper wedding gown!

Obesity top priority

THE Australian Health Ministers last week agreed to make obesity a National Health Priority Area at a conference on Fri.

The move will see the National Preventative Health Taskforce now develop a National Obesity Strategy.

Other initiatives signed at the conference included a national agreement on handling public health emergencies, the banning of the sale of flavoured cigarettes and the development of a nationally consistent regulatory scheme for the solarium industry.

Global initiative

THE worldwide pharmaceutical industry on Fri launched Global Health Progress, an initiative to bring together biopharmaceutical companies, health leaders and policy makers to improve health in the developing world.

Global Health Progress will facilitate interaction between the private sector, NGOs and governments, encouraging them to share research, raise awareness and build partnerships to improve global health.

A new website, www.globalhealthprogress.org, was also launched and includes a database of research-based biopharmaceutical companies' global health programs.

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