

Today's issue of PD

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

New QV Body look

EGO Pharmaceuticals' QV Body skincare range is celebrating its 30th anniversary with a range of new packaging.

The new look retains the blue and white theme, but adds a new colour coding system to help pharmacy staff select from the 17 variants covering six formulations in the range.

The new QV Body range will be available in pharmacies nationally from next month.

More Natural Health & Beauty

NATURAL *Health & Beauty* magazine has widened its distribution to include doctors' surgeries.

The quarterly title, which is also provided free to pharmacy assistants, will now be sent to GPs with the *Journal of Complementary Medicine*.

Natural Health & Beauty, which covers wellness, skincare, body care, hair care, aromatherapy and product updates, is expected to be kept in doctors' waiting rooms for patients to read.

A new giveaways page has also been introduced in the Autumn issue of the publication.

Guild takes Coles to court

THE Supreme Court of NSW will tomorrow hear the long-running case brought by the Pharmacy Guild against supermarket giant Coles, over its purchase of online operator Pharmacy Direct.

Court lists published this afternoon confirm the hearing at 10am tomorrow before Justice Windeyer, with litigants including the Pharmacy Guild of Australia versus a company called Now.com.au Pty Ltd.

Free cancer clinic

AUSTRALIA'S first free skin cancer triage clinic will open tomorrow in Melbourne to help reduce long waiting lists for skin checks.

The St Vincent's Hospital service will allow 5000 people a year to have their skin checked by specialists, with biopsies and treatments performed on the spot if necessary.

People will need a GP's referral and those with life-threatening abnormalities will be treated immediately.

Dermatologists will also conduct individual assessments to give advice on regular screening.

Rod Sinclair, professor of dermatology at St Vincent's, said GPs should be the first port of call for skin checks, but less common skin cancer strains might only be detected by a dermatologist.

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Pharmacists - need a job?**



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TGACC seminars

THE Therapeutic Goods Advertising Code Council will hold a series of seminars around the country under the theme *Integrity in Advertising Therapeutic Goods to Consumers*.

Full day sessions on the fundamentals of the current requirements will be held in Brisbane, Sydney, Melbourne, Adelaide and Perth, with a half-day Advanced seminar also available in Brisbane, Sydney and Melbourne.

See www.tgacc.com.au for full details and to book.

Pain in the neck?

A SEVEN year international study has found that some alternative therapies such as acupuncture, neck adjustments and massage are better choices for managing most common neck pain than many current practices.

The study concluded that corticosteroid injections and surgery should only be considered if there is associated pain, weakness or numbness in the arm, fracture or serious disease.

Therapies such as neck collars and ultrasound are not recommended, researchers said.

It was also recommended that neck pain, including whiplash-related pain, be classified and treated in a universally common system of four grades.

The Chiropractors' Association of Australia said the evidence showed there are a "relatively small number of therapies that provide some relief for a while, but there is no one best option for everyone."

RGH Pharmacy

Due to popular demand the
RGH Pharmacy
Anticoagulation Handbook
is now available to the
pharmacy industry across Australia.

The handbook gives patients important information about warfarin treatment and has a chart to record INR results.

Repatriation General Hospital is making it available for purchase for **\$2.80 per booklet, reduced to \$2.40 for PSA and SHPA members.**

More information
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ASIC records confirm that Now.com.au is a fully owned subsidiary of Wesfarmers, which now owns Coles.

Coles bought Pharmacy Direct in March 2006, by purchasing all the shares in a company called Sydney Drug Stores Pty Ltd.

Sydney Drug Stores was a corporate pharmacy owner, with ownership by a non-pharmacist allowed under a "grandfather" clause in the NSW Pharmacy Practice Act.

The \$48m Coles deal was widely seen as a "back door" entry into the pharmacy market, although at the time Coles said it "fully understands and accepts the current regulations that do not allow pharmacies to operate within supermarkets."

Postnatal depression hotline

THE Federal Government has been urged to approve funding for a national helpline for postnatal and antenatal depression counselling.

PANDA (Post and Antenatal Depression Helpline) yesterday launched the 'It's time for a national response!' campaign by calling on Australian women and their families to sign a postcard addressed to Health Minister Nicola Roxon requesting the Government fund the service.

Last year the Department of Health and Ageing recommended that PANDA be allocated more than \$5 million to nationally extend its Victorian service by January 2008, but final sign-off has been delayed by the recent Federal election.

PANDA Chief Executive Belinda Horton said that the change of government leadership in November had stalled the process and it was now unclear where the funding would sit.

"Despite our submission as sole tenderer... the Howard Government failed to proceed to fund PANDA and it does not appear to be on the new Government's agenda," she said.

"It is disappointing that a world-class service model such as PANDA's peer-to-peer helpline and support service is only available in one Australian state."

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Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy! Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

Add glamour to your shelves with Gucci



Gucci by Gucci is a signature scent for the modern accomplished woman. The prestige fragrance is an exotic blend of guava and pear, Tahitian Tiare flowers, musk, honey and a lingering base of patchouli. The luxurious label is a glamorous addition to any pharmacy.

RRP: \$117-\$150
Stockist: Cosmax
Tel: 02 9695 5678

Clever claws for quick colour

These handy claw grips are perfect for customers who want to quickly and securely style their hair. Lady Jayne is offering two small claws for \$4.99, in tortoiseshell, pink and gold. Available exclusively to pharmacy for a limited time.

RRP: \$4.99 for two
Stockist: McPherson's Consumer Products
Tel: 1800 651 146



Facial mask for young and bright



Dr LeWinn's has added another product to its Purescence line. The new Purifying Masque contains kaolin clay and black walnut extract for a clear, bright complexion. Designed for young people in their 20s, the Purescence range contains Venuceane, a high-performance free-radical fighter proven to delay the signs of ageing.

RRP: \$34.95
Stockist: Dr LeWinn's
Tel: (03) 9676 1800

Reduces tooth sensitivity

Within 10 minutes BioRevive's Remesense covers the pores of exposed roots, so that hot and cold stimuli cannot reach the tooth nerve. Remesense contains potassium oxalate - the potassium desensitises and oxalate blocks dental tubuli and seals teeth. Every pack offers four plus months of treatment with a mouthguard tray and eight foam strips.

RRP: \$39.95
Stockist: BioRevive
Tel: 1300 790 978



Ego boost for men



Ego Pharmaceuticals has launched QV man, a simple skin care range that includes a facial wash, shaving cream, aftershave balm and moisturiser with SPF 30+. The QV man range is exclusively available through pharmacy and is designed to deliver effective and gentle skin care for men.

RRP: \$12.99 - \$19.99.
Stockist: Ego Pharmaceuticals
Tel: 03 9586 8815



DISPENSARY CORNER

HEALTH authorities in New York last week unveiled a new "official city condom" - just in time for Valentine's day.

A public health campaign aimed at increasing the city's rate of safe sex saw more than 36 million condoms handed out - more than four for every man, woman and child in the city.

The new so-called 'cutting edge' advertising campaign has the creative tagline "Get Some".

"The NYC Condom's new look includes a fresh package design and an elegant new dispenser, which will debut in 200 New York City venues in the coming weeks," said an official.

COMPUTER game consoles are apparently making major contributions to pharmaceutical and medical research.

This week's *New Scientist* reports on a number of projects in which scientists have cannibalised Sony Playstation 3 consoles to create "low-cost supercomputers."

A chemist at the University of Illinois found that by using a jury-rigged arrangement of game consoles and chips from PC video cards he could run calculations 130 times faster than on an ordinary PC.

"We can now do the things we were killing ourselves to do," said researcher Todd Martinez.

The report also describes advances made using the Nintendo Wii game console.

An accelerometer in the Wii's hand-held remote control is being used by surgeons to improve their technique, while neurologists are also using it to help assess stroke patients.

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