

Pharmacist's mascara wins gong

A MASCARA developed by an Australian pharmacist has scooped an award in the USA.

Mirenesse Secret Weapon Mascara won Best Mascara in the Sugar Awards 2007, announced last week, beating high-end contenders such as DiorShow Black Out and Lancome Courbe Virtuouse.

Irene Patsalides, pharmacist and co-founder of Mirenesse, said: "This local, home-grown, handmade hero is taking the USA and Europe by storm."

The mascara, suitable for sensitive eyes, is infused with panthenol and organic waxes and contains no fragrance, alcohol, mineral oil or petrolatum.

Mirenesse is offering free samples at www.mirenesse.com.

Apollo into Myer

APOLLO Applied Science Pty Ltd, the OTC marketing division of listed biopharmaceutical company Apollo Life Sciences, has announced an initial order of \$105,000 from Myer for its range of Ellipse Skin Science products.

Apollo launched its range of advanced skin care products into selected Myer stores across Australia in Dec.

Following strong sales in the first month, Apollo is expected to generate \$1.8 million in revenue this calendar year.

Medical certificate guide

THE Pharmacy Guild and the PSA have jointly issued a new kit which gives guidelines to pharmacists on issuing of Medical Certificates.

The move follows amendments to the Workplace Relations Act which introduced the capacity for health practitioners other than doctors to issue certificates for sick leave and carer's leave.

The kit provides a reference guide which pharmacists can use to assess the need for a medical certificate, as well as a pricing

Skin cancer warning

CONSUMER group CHOICE has called for the skin cancer clinic industry to expedite plans for accreditation, after its "mystery shopper" found inconsistencies in consultations.

CHOICE sent a 60-year-old woman, who had been given the all-clear by three skin cancer specialists, to 27 clinics in NSW and Queensland for checkups.

While most consultations were deemed appropriate, doctors at three clinics recommended a biopsy and in two cases the patient was told the biopsy would not result in scarring.

"Perhaps most surprising was that only one of the 27 clinics gave our shadow shopper any advice on sun safety and that was simply to wear a hat," said CHOICE's Christopher Zinn.

**Owners - need a locum or permanent staff?
Pharmacists - need a job?**

 **Pharmaceutical
Locum** company pty ltd

[Click here
www.locumco.com.au](http://www.locumco.com.au)

DISPENSARY CORNER

ABOUT 20 cows have been enlisted in a research study in Sweden, in which scientists will attempt to quantify the environmental impact of bovine burping.

The Swedish University for Agricultural Sciences near Stockholm is undertaking the project, in which the cows will be fed different diets and wear a special collar which can measure the level of methane in the air around them.

Apparently 95% of greenhouse gases emitted by cows come out through their mouths.

THE anti-smoking message still has a long way to go in China.

The first smoke-free restaurant in the Chinese capital Beijing looks likely to go out of business shortly after being deserted by patrons who prefer a smoky environment.

A MUD pool in Peru (below) has attracted thousands of visitors amid claims that those who bathe in it can be cured of a wide range of ailments.

The greenish-coloured mud at the so-called 'Lagoon of Miracles' in Chilca has been attributed as being effective against arthritis, rheumatism and even acne.

Reports don't mention whether any clinical trials have been undertaken at the pool.



Looks like the cure might be worse than the disease!

model which allows calculation of an appropriate fee for the service.

Guild members will receive the kit by mail next month and it's also available online at www.guild.org.au/medcerts.

Minfos MS deal

MINFOS has announced a new affiliation with Microsoft and IT firm KAZ Group to test the upcoming release of Windows 2008 Server on the Minfos Server Platform.

Under the arrangement KAZ will deploy the Microsoft solution to a select number of pharmacies across Australia for regression testing.

Simon Pearce, Minfos, Manager Operations, claimed: "Benefits our customers can expect from converting to Microsoft Server 2008 include improved performance and reliability, faster deployment time and less downtime in their pharmacies."

Sanofi to fight S8

SANOFI-AVENTIS will oppose a proposal before the National Drugs and Poisons Schedule Committee to reschedule Stilnox as S8.

"We are of the view that any change to the scheduling is unwarranted and not in the best interests of patients and prescribers," said a spokesman.

The NDPSC will consider the zolpidem move at its Feb meeting.

Buscopan on TV

BUSCOPAN is set for growth in 2008 with a new integrated campaign including television spots, a point of sale program, pharmacy assistant training, print advertising and PR.

The campaign, created by the Renard advertising agency, uses the curling, tightening and knotting of a rope to represent symptoms of stomach aches and cramps.

Gerard Fernandes, Senior Brand Manager at Boehringer Ingelheim, said: "We have high expectations for this exciting new campaign."

"It builds on our existing position in the market by adding an empathetic edge to the brand."

"We have tested this campaign and are delighted with the results so far," he said.

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



**Tell your
pharmaceutical
friends about
Pharmacy Daily**

**They can sign up for a
free subscription at
www.pharmacydaily.com.au**

Click here