

## ASMI backs new S3

THE Australian Self Medication Industry has strongly backed Kos Sclavos' proposal for a new Pharmacist Only Notifiable medication schedule (PD yest).

ASMI exec director Juliet Seifert said the proposal "opens the way for a number of medicines that are central to the management of the most prevalent conditions to be more accessible...without the need for a prescription."

She said there was no good reason to restrict access to products which can be "safely and effectively delivered by a professional pharmacist."

## New Priceline branding

API'S female-focused retail pharmacy brand Priceline has undergone what the company describes as a "major reinvention" following feedback from suppliers, pharmacists and consumers.

Priceline gm Michael Langham said the new look gives the opportunity to "make a very good brand into an exceptional one - and build on the 300 stores that make it the most extensive health and beauty footprint of any retail brand in Australia."

The first store to feature the new pink branding launched this

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## DISPENSARY CORNER

**SPORTS** anti-doping officials are getting pretty canny.

A competitor in the Tour de France cycle race this week was disqualified because of a special molecule which had been placed in the banned substance he is alleged to have taken.

Riccardo Ricco took CERA, a medication developed to deal with anaemia.

"In the development of that substance close cooperation occurred between the World Anti-Doping Agency and the pharmaceutical company Roche Pharmaceuticals," said WADA head John Fahey.

"I can't tell you the details of how he was detected," he said but confirmed that the secret molecule was placed into CERA so that it could easily be discovered if abused by athletes.

**BREAST-FED** babies' diets aren't as boring as previously suspected, with a new study finding that many substances mothers eat find their way into the flavour of their milk.

Scientists at the University of Copenhagen tested banana, menthol, liquorice and caraway seed flavours, finding that for example infants enjoy banana-flavoured breast-milk for up to an hour after their mothers ate the fruit.

The research found that the taste only changed for a few hours at most, suggesting that it probably prepared babies for different flavours and new experiences when they started eating solid foods.

Menthol was the most pervasive flavour, with the taste lasting eight hours after consumption - which could explain why babies might get a bit unsettled when their mothers take Strepsils for a cold.

## New NAPSA committee



TWO new branches of the National Australian Pharmacy Students' Association were officially affiliated at the NAPSA annual general meeting in Perth this month.

The new branches are the Top End Pharmacy Students Association (TEPSA) and Queensland University of Technology Student Pharmacy Association (QUTPSA).

The meeting also welcomed a new executive, incl National President Lisa Goldsmith of Griffith University (pictured above second from left); National Vice President Samantha Corrigan on the University of Queensland (second from right); Guy Horne of

University of Tasmania as National Treasurer (left); National Secretary Jennifer Gordon of the University of South Australia (right).

The six NAPSA committees were also handed over, with Education in the charge of Cindy Tolba from University of SA; IPSF committee chair Frank Kazantis of Curtin University; Amy Minett of Charles Sturt University chairing the Pharmacy Awareness Committee; Rural and Indigenous Health under Venessa Morland of James Cook University; and Sarah Sinclair of Sydney University looking after Publications.

NAPSA also accepted a proposal from Griffith University to host its 2010 Congress on the Gold Coast.

month in George St Sydney.

The new Priceline brand includes a 'cradled heart' symbol with Priceline Pharmacy denoted with a "strong green cross on a white background".

Langham said the stores would feature a cleaner environment inside, including further development of the health category.

Priceline stores will increase staff product knowledge training, employ more category specialists and "increase standardised service parameters" to build the consumer experience in-store.

"This is major change for Priceline and it conveys our intent to allow women in their many roles to look good, live well and feel great," Langham said.

## No regs for ATMS

THE Australian Traditional Medicine Society (ATMS) has urged the government not to impose a registration scheme on complementary medicine practitioners, saying instead it advocates a system of Govt Monitored Self Regulation.

"We don't want our professions to be managed by bureaucrats," said ATMS spokesperson Sandi Rogers, who said statutory registration was only needed for professions that cause harm or cost taxpayers dollars.

"We do neither," she said.

## Humira for Crohn's

ABBOTT'S Humira (adalimumab) will become available on the PBS from 01 Aug for the treatment of adults with moderate to severe Crohn's disease who have failed to respond to conventional therapy.

It's the fourth in a series of autoimmune diseases for which Humira is approved by the PBS for reimbursement, with the drug the first self-administered biologic for the treatment of Crohn's disease.

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