

Two pages today

TODAY'S *Pharmacy Daily* includes a second page featuring the new branding for GlaxoSmithKline's Panadeine.

Bratz TVC launch

A NEW advertising campaign to launch Bratz Body Sprays will air on Network Ten children's TV program, *Toasted TV*.

The ad will be featured daily for four weeks, starting 12 May, supported by a viewer competition that will run for two weeks.

Happy Asthma Day!

TODAY is World Asthma Day, aiming to raise awareness of the condition which now affects more than one in six Australian children and two million people overall, or 10.3% of the total population.

The Federal Government said today it is focused on prevention and best practice management of asthma, and has urged Australians to prepare or update their personal asthma action plans with their GP.

The Government has committed \$27.1 million from 2005 until 2009 under the Asthma Management Program.

The program includes more training for GPs and allied health professionals on the condition, as well as more community support.

The expenditure on asthma treatments through the PBS costs more than \$280 million a year.

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Guild ScriptMAP success

THE Pharmacy Guild says the launch of its ScriptMAP dispensary profiling system at the recent APP2008 conference was an "outstanding success," with more than 700 pharmacies using the system already.

And over 1600 pharmacists have attended the Guild's PBS Reforms Workshops, which introduce the ScriptMAP resource.

ScriptMAP interfaces with dispensary software to produce a profile of medication usage and the impact of the upcoming PBS price reductions on an individual pharmacy's business.

Guild President Kos Sclavos said the individualised report also gives general information on the reforms, analyses generic substitution rates and identifies

Australia Pot?

THE director of the alcohol and drug service at Sydney's St Vincent's Hospital has proposed that cannabis be sold in post offices across Australia.

Alex Wodak said he believed cannabis use would replace cigarette consumption over the next decade.

"The general principle is that it's not sustainable that we continue to give criminals and corrupt police a monopoly to sell a drug that is soon going to be consumed by more people than tobacco," he said in today's *Sydney Morning Herald*.

"I don't want to see that [industry] fall into the hands of tobacco companies or rapacious businessmen."

Under his proposal for taxed and legalised cannabis, the drug would be legally sold through Australia Post outlets in packets that warn against its effects.

Mr Wodak first made the proposal at the Mardi Grass festival in Nimbin on Sunday, but said he like to express his opinion to the Federal Government.



areas which can be targeted for improvement prior to 01 Aug.

"The enthusiastic response to our workshops demonstrates that members recognise the significance of the upcoming changes to the PBS," Sclavos said.

Clinical trial hub

AUSTRALIA has the potential to become a destination for clinical trials of new drugs, according to a submission to the government's National Innovation Review.

Biotechnology industry body, AusBiotech, says the medical expertise, rigorous ethical approach and well-resourced public health system in Australia would make it an ideal global leader in clinical trials.

But to be accepted, the proposal said Australia would need to simplify its regulatory process.

A submission lodged by GSK also said Australia required a faster trial approval process and greater encouragement of trials in public hospitals.

GSK warned there was "increasing global competition for such trials, particularly in developing countries".

Slow autism action

THE Australian Mindd Foundation is calling for further research and investment during Autism Awareness month in May.

"It takes years for treatments to be researched, published and practiced. These children do not have a lot of time. Early intervention is critical," said Leslie Embersits, Founder and Director of Mindd Foundation.

"There is a large gap between clinical evidence and evidence-based science, and as a foundation we are trying to bridge this gap by training doctors, educating families and lobbying government in effective biomedical treatments," she said.

DISPENSARY CORNER

BALDNESS may have an environmental component, according to research published this week.

University of London researchers found that men living in heavily polluted areas are more likely to go bald than those who live in cleaner places.

The academics speculated that toxins in the polluted air could block mechanisms that produce the protein used to make hair.

"We think any pollutant that can get into the bloodstream or into the skin and into the hair follicle could cause some stress to it," said one of the scientists.

THERE'S good news for people who are short-sighted - scientists have proven that those who wear spectacles aren't automatically nerds.

Associate professor of psychology at Melbourne University, Dr Nick Haslam, says a recent study he conducted found no link between myopia and being introverted.

"The overall picture is that we observed was that myopic people are not more nerdy or geeky or introverted than other people," he said.

A JAPANESE professional soccer player is attempting to have a ban overturned, after being suspended for six games due to having garlic injections.

27-year-old Kazuki Ganaha is appealing the ban which came due to the J-League's strict anti-doping rules.

Ganaha said the treatment was because he was coming down with influenza.

Although garlic isn't a known performance-enhancing drug, world soccer governing body FIFA bans intravenous treatment.



NEW LOOK

Leave
strong pain
behind

PREVIOUS packaging



NEW packaging starts May 2008



Same strong pain relief – GREAT NEW NAME



Panadeine®

PLEASE REVIEW FULL PRODUCT INFORMATION (PI) BEFORE RECOMMENDING. PANADEINE® EXTRA contains paracetamol 500mg and codeine phosphate 15mg. Use: Temporary relief from moderate to severe pain. Contraindications: Hypersensitivity to any ingredient in the product; Children under 12 years. Precautions: CNS, respiratory depression; high doses, prolonged use; renal, hepatic impairment; poor CYP2D6 function; pregnancy & lactation. Adverse reactions: Dependence; Impairment of mental & physical abilities; nausea, vomiting, constipation; dizziness, drowsiness. Interactions: Anticoagulants; sedatives, tranquillisers; drugs affecting gastric emptying; chloramphenicol; hepatic enzyme inducers; CYP2D6 inhibitors. Dosage: Adults and children 12 years and over: 2 caplets every 4-6 hours orally with water (maximum 8 caplets in 24hrs). The full PI is available from GlaxoSmithKline Consumer Healthcare on request (FREECALL: 1800 028 533). Panadeine contains paracetamol 500mg and codeine phosphate 8mg. For the temporary relief of strong pain. PANADEINE®, CAPLET® and the Panadeine Vibration™ are trade marks of the GlaxoSmithKline group of companies. GlaxoSmithKline Consumer Healthcare, 82 Hughes Avenue, Ermington NSW 2115. WH GSK14537



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