

## Online training

A NEW resource for pharmacy staff offers free registration to access education modules on a broad range of health categories and products.

iTherapeutics has been developed by UnityHealth, with the advice of pharmacist and herbalist Gerald Quigley, who said the concept was born out of his frustration with current training available, which isn't as "staff-friendly as perhaps it should be."

The industry-funded site also gives feedback to the companies providing the content and Quigley said in most cases pharmacy staff will also be eligible for rewards as they progress through the training.

Companies already on board the iTherapeutics site include Nestle Healthcare Nutrition, Swisse Multivitamins, Inovail, Roche Diagnostics and MG Nutritionals.

More info and free registration at [www.itherapeutics.com.au](http://www.itherapeutics.com.au).

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## HMR patients wanted now

THE University of Sydney is urgently calling for pharmacists to identify consumers who have had a home medicine review in the last six months for a study about the HMR program.

People who would qualify for an HMR but haven't had one are also sought, with the project aiming to develop a marketing plan to raise awareness and increase the uptake of the vital service.

Target groups include males 75

## Morning after pill

THE first one-tablet oral emergency contraceptive in Australia is now available as an over the counter medication.

Postinor-1 (1.5mg levonorgestrel) is designed for use in the case of a potential unintended pregnancy and should be taken within 72 hours of the unprotected sex.

It's estimated to prevent 85% of the pregnancies which would otherwise have occurred.

## Independent info

MIMS has issued a reminder to health professionals worried about drug companies supplying information about their own medicines (PD 27 Aug), that quality, independent information is available in both print and electronic formats.

Pharmaceutical product information can be accessed online through eMIMS, which is updated monthly to include information on new drugs, as well as through bimonthly and annual printed formats.

year or older, customers of sole-trade pharmacies, people under 50 with chronic illness and people from Arabic or Mandarin-speaking backgrounds.

The research is being headed by Prof Lesley White, Australia's first Professor of Pharmacy Management.

HMR participants will receive an incentive of \$50 for taking part; pharmacists who are able to help with referrals should contact Christiane Klinner of 02 9036 7679 or [c.klinner@pharm.usyd.edu.au](mailto:c.klinner@pharm.usyd.edu.au).

## Hypertension guide

THE Heart Foundation's *Guide to management of hypertension 2008* is now available.

Last published in 2004, the updated version addresses new evidence and recommendations for first-line therapy in uncomplicated hypertension and revised treatment targets.

It also addresses diagnosis, management and follow-ups for people with raised blood pressure.

The guide can be accessed at [www.heartfoundation.org.au](http://www.heartfoundation.org.au) or by calling 1300 36 27 87.

## Praise for Project STOP



THE Pharmacy Guild of Australia's Project STOP initiative has narrowly missed out on a prize at the inaugural Australian Privacy Awards, where it was nominated in the Community and NGO Award category for successfully balancing the individual's right to privacy with the need to prevent criminal access to medications used to manufacture illicit drugs.

Project STOP was developed by the Guild to prevent over the counter medications being diverted into illicit drug manufacture.

Pictured here *from left* are: Australian Privacy Commissioner Karen Curtis; Guild Qld Branch President Tim Logan; Senator John Faulkner; and Project STOP developers Shaun Singleton and Rachel Saunders.

## WIN A WINE BOOK FOR FATHER'S DAY



CONGRATULATIONS to Sarah Frazer of Community Pharmacy who was the winner of yesterday's copy of *Australian Wine Vintages*.

Each day this week *Pharmacy Daily* is giving you the chance to win a copy of the Gold Book, just in time for Father's Day this weekend.

Valued at \$34.95, the 26th edition lists Australia's top quality wineries, gives accurate prices and value at retail and auction and details when the wine should be drunk.

To enter, email your answer to the question below to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

Today's question is -

*How often is the Australian Wine Vintages book updated?*

The prize will be awarded to the first correct response.

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### Improves over time

Estee Lauder's Perfectionist [CP+] Wrinkle Lifting Serum Corrector for lines, wrinkles and age spots works by reducing up to 61% of serious wrinkles in four weeks with continued use. During the day skin looks visually better and continues to look better over time.

RRP: \$110 - \$160

Stockist: Estee Lauder

Tel: 1800 061 326



### Hydrate and nourish

Innoxia's SkinMoist range contains rich botanical extracts and essential nutrients to help comfort and replenish normal to very dry skins. The soap-free Triple-Action Cleansing crème, the fragrance-free Vitamin Enriched Moisturiser with Sunscreen and the Thirsty Skin Moisture Creme hydrate and reduce wrinkles with high potency ingredients.

RRP: \$19.95 - \$24.95

Stockist: Incolabs, Tel: 1800 025 607

### Plumper pout

Rimmel Volume Booster Lipgloss contains advanced volumising agents and spheres of marine collagen to plump lips instantly. Hyaluronic biospheres boost lip hydration levels and fill out fine lines and wrinkles. The manufacturer claims it makes lips 30% smoother after four weeks, with increased elasticity and reduced wrinkles in two to four weeks.

RRP: \$12.95

Stockist: Coty, Tel: 1800 812 663



### No chemical nasties

An Australia first, Suvana introduces a Paw Paw and Honey Certified Organic Lip Balm. Made from 100% natural and organic ingredients, this luscious balm contains no chemicals. Packed with paw paw, cocoa butter, coconut oil and honey, it leaves lips feeling soft and protects from the wind and weather.

RRP: \$8.95

Stockist: Suvana, Tel: (02) 95198333



### A drop of nature

Issey Miyake's L'Eau D'Issey is inspired by a fleeting moment in nature - dewdrops. The floral musky perfume contains the crispness of mandarin orange zest, cottony freshness of lotus, sensual mimosa and pastel wood.

RRP: \$170

Stockist: Cosmax Prestige brands

Tel: (02) 9695 5678



### New help for Dogs

Agility Encapsulated Joint Care Powder is a new product from Pure Animal Wellbeing (PAW) to help manage joint care in dogs. It helps provide relief from clinical symptoms of osteoarthritis. An all natural product containing Perna 128 a source of green-lipped mussel, known to contain potent anti-inflammatory activities.

RRP: \$39.95 - \$69.95

Stockist: Pure Animal Wellbeing, Tel: 1800 631 283

## DISPENSARY CORNER

A MOVE to encourage more female shoppers in Croatia has backfired badly.

Zagreb's busy Emmezata shopping centre introduced special extra wide parking spaces for women drivers, which are and easier to get in and out of than ordinary spaces.

The move has sparked a backlash, with some women resenting the implication that they need the extra wide bays.

"Do they think we're disabled or something?" complained one outraged female shopper.

"It's just old fashioned sexist nonsense to suggest that a woman can't park every bit as well as a man - if not better."

Men don't like the initiative either, with one saying "Why should women get special spaces? I can understand disabled spots and parking bays for people with children."

"But women should just learn how to drive properly."

The centre's management has apologised for the blunder, saying they "just wanted to make ladies' lives easier."

HAVING trouble getting your man to commit?

It could be in his genes, according to new research from Sweden's Karolinska Institute.

The scientists found that men who have a particular genetic variation, affecting a so-called "attachment hormone" called vasopressin, are prone to marital strife and less likely to wed,

Lead researcher Hasse Walum stressed that the gene was only a small part of the process, and "there are many different ingredients to a happy marriage."

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