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New TGA act

THE Governor General has given Royal Assent to the *Therapeutic Goods Amendment (Medical Devices and Other Measures) Act*.

The new legislation allows medicines and medical devices to be stockpiled to deal with possible emergencies in some circumstances.

It also permits the TGA to provide a wider range of therapeutic goods information to the public, as well as releasing information to govt agencies or international authorities to support safety and quality in therapeutic goods.

Effective 01 Jul the changes also mean that medicines will be allowed to meet the requirements of the *European Pharmacopoeia* or the *United States Pharmacopoeia* as alternatives to the *British Pharmacopoeia*.

PSA prescribing rights push

THE Pharmaceutical Society of Australia has today issued a formal statement urging governments to give "full and detailed consideration to granting pharmacists and other non-medical health professionals the right to prescribe medications."

PSA President, Warwick Plunkett, said that pharmacists were ideally placed to prescribe because of their detailed knowledge of medications and their face-to-face interaction with consumers.

"Pharmacists are guided by the principles of quality use of medicines and securing the optimum health outcomes for consumers, and these are fundamental to the guidelines for prescribing," he said.

Plunkett said extending

prescribing rights would be a major initiative to help facilitate a "more efficient and effective health system."

The PSA suggested that a formal framework for prescribing by pharmacists and health professionals be developed, based on principles including safety, cost-effectiveness, Quality Use of Medicines and a clear delineation between prescribing and dispensing functions.

The PSA call follows the release this week of an Australian Institute of Health and Welfare report which showed that just 1393 doctors here are registered to prescribe opioid dependency therapies.

PSA pharmacist of the year, Angelo Pricolo, was quoted by *Australian Doctor* as saying that "If this small number of practitioners is not going to be replenished...then we need to look elsewhere."

He suggested that pharmacists should be allowed to prescribe methadone and buprenorphine, to fill the gap left by GPs not wanting to prescribe the therapies.

Vibe helps juEYE

THE Vibe hotel chain is supporting the annual juEYE charity campaign to raise funds and awareness for eye health research, with merchandise such as lapel pins to be sold at receptions of Vibe, Medina and Travelodge Hotels across Australia this month.

Guests will also be invited to add \$2 or more to their invoice which will also go to the campaign.

The Eye Foundation is also inviting Australians to use their "wit and imagination" to fundraise for eye health via a special website at www.whatwouldyoupaytosee.com.au.

Vytorin cuts LDL

A NEW clinical study published in the *American Journal of Cardiology* last week has shown that Vytorin (ezetimibe/simvastatin) provided superior reductions in LDL (bad cholesterol) compared to Lipitor (atorvastatin).

The study was conducted in 1128 patients with metabolic syndrome and high cholesterol, with 59.8% of those taking Vytorin 10/20mg reaching an LDL cholesterol goal, versus 25.6% of patients taking atorvastatin 10mg and 33.5% of patients taking atorvastatin 20mg.

HK health fair

THE Hong Kong Trade Development Council is inviting applications for sponsored attendance at the upcoming Hong Kong Chinese Medicine and Health Fair which will take place 13-17 Aug this year.

The Sydney office of the council is offering hotel sponsorship of HK\$1800, free admission, a VIP card, complimentary business matching, invitations to official functions and seminars, plus a benefits coupons booklet.

The deadline to apply ends soon - more info 02 9261 8911 or see www.hktdc.com/icmcm.

ASMI PR gong

THE Australian Self-Medication Industry has announced a new category in its Marketing and Sales Awards which will be presented at the ASMI conference in Sydney on Thu 12 Nov.

The new 'Best PR Initiative' award aims to showcase the work of public relations firms "who have excelled in undertaking campaigns in support of products in the over-the-counter sector, including complementary medicines, consistent with the Quality Use of Medicines."

UK decriminalisation

THE British Department of Health has announced plans to amend the UK Medicines Act "at the earliest opportunity" to change the law which automatically criminalises any pharmacist dispensing error.

The breakthrough was announced by the Royal Pharmaceutical Society of Great Britain, which has been campaigning hard for the change following the conviction of a pharmacist who mistakenly dispensed beta blockers instead of steroids to a 72-year-old patient (PD 15 Apr) who subsequently died.

The RPSGB said it would also keep a close eye on developments with the Crown Prosecution Service "to ensure that pharmacists are not subject to unnecessary prosecution" while waiting for the amendment.

Another flu death

A SECOND Australian with Swine Flu has died - a 35-year-old man from Colac in Western Victoria who had a "range of significant underlying medical problems".

This morning the govt said there were 2873 cases across Australia.

WIN A YEAR'S SUPPLY OF CARMEX



Entries are continuing to roll in for this week's *Pharmacy Daily* competition, with lots of readers sending in suggestions for why they'd like to use Carmex lip balm.

One of the entries yesterday was sent in by Denise Potiphar, State Merchandise Coordinator at Symbion Pharmacy Services in WA, who wrote: *I love Carmex, because it keeps my lips smooth and stops them from cracking and developing cold sores. Tastest great too!*

We've teamed up with Carmex® to give our subscribers the chance to win one year's supply of Carmex® lip balm including 2 Carmex lip balm jars; 2 lip balm squeeze tubes and 3 lip balm Click Sticks in Original, Cherry and Strawberry flavours with SPF 15 - all stored in a cooler bag.

Carmex® lip balm was invented in the USA in the 1930s. Today, it has become one of the world's most loved lip balms with over 130 sold every minute!

The unique Carmex® formula helps to soothe, moisturise and relieve dry chapped lips caused by environmental factors - resulting in soft, healthy-looking lips. Carmex® lip balm combines camphor & menthol in a soothing base of cocoa butter and waxes.

Try it for yourself and see why this award-winning lip balm is a favourite of celebrities and make-up artists all over the world!

For your chance to win one of five packs valued at \$50 each, simply send your answer to the weekly question below to comp@pharmacydaily.com.au.

In 25 words or less, tell us why you'd like to use Carmex® lip balm on your lips.

Entries must be in by Friday and the winners will be announced in next Monday's *Pharmacy Daily* issue.

For some inspiration, visit www.carmex.com.au.

CARMEX is a registered trade name of Carma Laboratories, Inc.

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.

Create the optimum environment for conception

Sasmar Conceive Plus is a scientifically formulated sperm safe gel designed to help create a conception friendly environment that assists your path to pregnancy. Conceive Plus is pH and electrolyte balanced to imitate the body's own natural fluids and is the only personal lubricant that includes calcium and magnesium ions, which are present in all bodily fluids and essential for cell viability and the process of fertilisation.

RRP: \$19.95

Stockist: Sasmar Australia 1800 727 495

Web: www.conceiveplus.com.au



Alcohol free mouth rinse

Colgate's new Savacol Antiseptic Mouth & Throat Rinse is alcohol free and acts to reduce dental plaque, relieve the discomfort of mouth ulcers and aid in the treatment of gingivitis. This product is suitable for post dental treatment (as advised) and is a great alternative to clean one's mouth when brushing is difficult or not possible. Rinse twice daily for approximately one minute; available in original & fresh mint.

RRP: \$6.65

Stockist: Pharmbroker Sales

Web: www.colgate.com.au

Drug-free anxiety, depression and insomnia therapy

The Alpha-Stim Stress Control System (SCS) is a "pocket-sized cranial electrotherapy stimulation device" and is the only product of its kind listed by the TGA. It's been available in the USA since 1979 and involves the passage of microcurrent levels of electrical stimulation across the head, via small electrodes placed on the ears. It's thought to work by activating groups of nerve cells within the brain stem to produce serotonin and acetylcholine. A range of peer-reviewed clinical research papers on the product can be downloaded from the distributor's website at www.alpha-stim.com.au.

Stockist: Pacific Medistim Distributors Pty Ltd

Tel: 1300 885 230



Smelling good for longer

Rexona has launched a revolutionary new deodorant formula providing "clinical strength protection". Available to order from 29 Jun in both Rexona for Men and Women and Dove Fresh Touch brands, the products incorporate TRIsolid Body Responsive Technology which provides 48 hours of clinical strength wetness protection, odour fighting technology and moisturiser to reduce skin irritation.

RRP: \$13.99

Available through: Wholesalers/Pharmbroker Sales

Web: www.unilever.com.au

No more broken glasses

This new stylish, ultra-thin Italian eyewear range from NANNINI Eyecare fold completely flat to fit in a shirt pocket, handbag or the glove box. They weigh just 10 grams and are 10mm thin, making these glasses extremely comfortable to wear. The high-quality frames are constructed using the latest technologies and the materials are highly flexible, tough and non-allergenic.

RRP: \$35 for compact ready-reading glasses

Stockist: FlexVision on 02 9690 2111

Web: www.flexvision.com.au



DISPENSARY CORNER

THIS kung fu master probably needs a manicure.

55-year-old sensai Ho Eng Hui has made it into the record books in Malaysia after piercing four coconuts with his index finger in just over 30 seconds.

The *New Straits Times* reports the feat, quoting Master Ho saying "This is not an illusion or black magic."

"I am able to do this after mastering the Chinese martial art technique of using the strength of my finger, from a martial arts master in Singapore."

This latest stunt smashed his previous coconut-piercing record of three in 70 seconds.

A MAN in California is celebrating after taking 34 years to complete a model of San Francisco out of toothpicks.

49-year-old Scott Weaver used more than a million of the tiny wooden sticks to construct landmarks including the Golden Gate Bridge and Alcatraz.

"I always had a dream that I would build the world's largest toothpick sculpture," he said.

Reports don't discuss his oral hygiene, but it's expected to be excellent with all those toothpicks.

AUTHORITIES in Germany ordered a full scale radiation health security alert last week over concerns about a toy nuclear power plant built by two six year olds.

Emergency services barricaded several streets and warned locals to stay indoors in the town of Oelde, after the youngsters left their creation on the street when they went home for dinner.

A passer-by saw the metal object with the yellow-and-black nuclear symbol on it and alerted police, who rushed a radiation detector to investigate.

The mystery turned out to be an old computer casing with a label the kids had printed out from the internet.

"It wasn't a prank, they were just playing," said a spokesman.

"The boys tried to go back later to carry on their game but the fire brigade wouldn't let them through."