



Humira for psoriasis

ABBOTT'S HUMIRA

(adalimumab) will be available on the PBS from 01 Jun for the treatment of adult patients with severe chronic plaque psoriasis.

It's the first fortnightly self-administered biologic for the treatment of the condition, with the severe version suffered by about 35,000 people in Australia.

The listing will provide another treatment option for patients hit by the suspension of Merck Serono's Raptiva (PD 13 Mar) which is being withdrawn in the US, EU and Australia due to safety concerns.

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New online CPD program

AUSTRALIAN pharmacists are being offered a new option for accredited continuing professional education, with the launch of a free program by mdBriefCase.

More than 25,000 Australian physicians already use CPD via the website at www.mdBriefCase.com.au and now due to popular demand it's being extended to pharmacists.

The first in a series of new pharmacy programs to launch this year is now online, titled "Dyslipidaemia: Cholesterol Check-Up" and produced by consultant clinical pharmacist Debbie Rigby.

"With Dyslipidaemia manifesting as ischaemic heart disease and ischaemic stroke and accounting for 11.6% of overall mortality in Australia, pharmacists are in a

NAB Health move

NATIONAL Australia Bank has named Matina Karvounaris as the new General Manager of its specialty NAB Health division, saying the appointment marks the "next stage of the NAB Health strategy".

Karvounaris has been with NAB for more than 18 years, most recently as Head of Health South where she led 65 people across three states to deliver the NAB Health strategy.

"She has helped the business achieve exceptional outcomes during her two and a half years with NAB Health including supporting the leverage of the specialist healthcare businesses HICAPs and Medfin," said NAB exec gm Corporate Banking and Specialised Businesses, David Gall.

Kidney Health week

THIS week is Kidney Health week, focusing on the link between high blood pressure and chronic kidney disease.

Health Minister Nicola Roxon said in 2007 diseases of the kidney and urinary tract jumped into the top 10 leading causes of Australian deaths.

unique position to be part of the identification of patients with CV risk, and the discussion on the pharmacological and non-pharmacological management options," Rigby said.

She added that the program gives useful steps and guidance to further enhance the role of Australian pharmacists in improving adherence to therapy, in the face of a recent study which showed that 30% of subjects ceased therapy within seven months.

"It is wonderful news for Australia's pharmacists to now have this easily accessible and quality alternative to live CPD," Rigby said.

The PSA has accredited the interactive multimedia program as a group two activity carrying two CPD points.

Three pages today

PHARMACY Daily today has three pages including our regular Health, Beauty and New Products update and a full page from Priceline advertising opportunities for pharmacists to purchase API company-owned stores on **page 3**.

NDPSC, CMEC roles

THE Therapeutic Goods Administration is seeking expressions of interest for a new member to be appointed to the National Drugs and Poisons Schedule Committee.

The role is for a person with relevant qualifications and significant experience in toxicology.

The TGA is also looking for someone to fill a position on the Complementary Medicines Evaluation Committee, with "experience and expertise in consumer representation".

WIN A COPY OF IGOR ON DVD



Pharmacy Daily has this week again teamed up with EseaCruising.com and Roadshow Entertainment, giving the pharmacy industry the chance to win a copy of the children's movie, IGOR, on DVD.

Starring John Cusack, Steve Buscemi and John Cleese, IGOR is the animated tale of an ambitious hunchbacked lab assistant who stands tall and dares to dream of becoming a scientist and win first prize at the annual Evil Science Fair.

To enter, simply tell us in 25 words or less what is the best remedy (or potion as Igor would refer to it as) you've heard of to treat a child's cold.

Congratulations to yesterday's winner, **Borys Szydlowski of Chemmart in Leeming, WA**. His hilarious suggestion was:

I was fortunate enough to be raised in Poland. When I was a toddler, my father had heard of a folklore remedy of Garlic to cure colds. When I was one, (1973) he smothered me with Garlic butter, wrapped me in aluminium foil and waited for improvement. To his surprise he burnt my skin severely, and did little for my cold. However, I did smell good enough to eat!!

The best entry each day will win a copy of the DVD and have their remedy published in **Pharmacy Daily**.

Send your entry NOW to:
comp@pharmacydaily.com.au



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 Guild

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.



DISPENSARY CORNER

A CLINIC in the Czech Republic has resorted to offering free breast enhancements to its staff as part of a recruitment drive.

Nurses, doctors and administrative staff who sign up with the clinic in Iscare for three years can choose their own free plastic surgery, including boob jobs, liposuction and tummy tucks.

The Czech health system is suffering because many nurses have been tempted away from the country by higher wages in western European nations.

But the move appears to have worked, with the establishment now fully staffed and in fact having had to reject several dozen other applicants.

SYMPATHETIC pregnancies appear to be more than just a myth, after a UK survey found that the average father-to-be gains more than 6kg during his partner's pregnancy.

5000 British men were polled, with 20% claiming their wives cooked larger meals when they were pregnant.

41% said there were more snacks around the house, while a quarter admitted they ate more food "to make their partner feel better about her weight gain."

Preferred 'male pregnancy' snacks included chips, pizza, chocolate and beer, with 25% admitting they had been forced to buy a 'paternity' wardrobe.

And only a third joined their partners in post-pregnancy weight loss attempts.

THE well-known healing power of ABBA music was demonstrated in the UK when a gravely ill toddler woke from a coma singing the classic hit *Mamma Mia*.

The devastated family of Layla Towsey had been told to say goodby to the three year old after she was put on life support due to a meningitis infection.

"But on the Sunday morning I could hear her singing *Mamma Mia!* quietly," her mother said.

"I knew immediately she was going to be OK," she added.

No more greasy sunscreen

Neutrogena has just launched its Ultra Sheer Dry-Touch Sunscreen Lotion SPF 30+ which contains patented helioplex technology that provides protection from UVA and UVB rays - the highest possible protection from the Australian climate. The lightweight, clean formula absorbs rapidly into the skin, leaving it powder-soft. The product will be available in pharmacy and supermarkets from Oct.

RRP: \$17.99

Web: www.neutrogena.com



Bear fruit with Herron

HERRON Daily Fruits and Berries is a nutritional easy-to-swallow capsule supplement made from 100% whole food powdered juice concentrates of 12 different fruits and berries. Capsules are free from artificial colours, flavours, sweeteners and preservatives. Take two capsules with a meal once daily.

RRP: \$22.99

Stockist: Sigma Pharmaceuticals

Web: www.herron.com.au



Real men go au natural

The new Burt's Bees Men's Hair Gel is a 100% natural styling alternative that is paraben and glycol free. Gel contains aloe juice, sunflower seed oil and puluan - a natural polysaccharide with adhesion properties - providing all the hold with no sticky residue. The gel is easy to comb through and has a natural citrus, cyprus and fir scent.

RRP: \$9.95

Stockist: Burt's Bees

Web: www.burtsbees.com.au



How about a herbal bath?

House of Herbs will relaunch its boutique organic skincare range in July, with new packaging and certification as Australian Certified Organic. The products, manufactured in Tasmania, include this Organic Bath & Massage Oil which features a blend of rose geranium, ylang ylang, neroli and jasmine essential oils which are renowned for their relaxing, calming and balancing properties.

RRP: \$28.45

Stockist: House of Herbs

Tel: 03 6274 1717



A mile-wide white smile

The GoSmile Smile Whitening System consists of 14 ampoules of a special whitening compound which can leave teeth appearing whiter in just one day. Used twice a day for seven days, the patented delivery system ensures that the whitening serum remains potent until the moment of use. And it's suitable for sensitive teeth.

RRP: \$139.95

Stockist: Smile and Wink Bar

Tel: 03 9504 8899 Web: www.gosmile.com.au





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Want to be a part of a unique, powerful and growing franchise business?

As a pharmacist, this is your opportunity to purchase currently operating company-owned Priceline stores and operate them as a franchise.

As Australia's fastest growing retail chain – with sales in excess of 1 billion dollars – occupying Australia's leading market position in mid-mass cosmetics, skincare and haircare, it's no wonder Priceline is the most popular health, beauty and wellbeing shopping destination.

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wellbeing. We have a loyal customer base, dedicated Clubcard customers, a multi-million member loyalty program, high profile advertising and a reputation for carrying the best brands.

No wonder we are household name.

All that's missing is you.

Priceline is now seeking expressions of interest from pharmacists on a number of Priceline stores from within the company-owned portfolio.

You may choose to buy one or more stores.

To receive the initial expression of interest pack, please contact us on 1300 88 4411.

