

## Aussie food trends

ACCORDING to the latest Datamonitor report, Australians are moving away from food-restrictive diets in favour of portion control.

In backing up its claim the report, titled 'The Future of Food and Beverage Consumer Trends in Australia', cited statistics which showed that 46% of Australians regularly made an effort to eat and drink smaller portions in 2010, compared to 29% in 2009.

"Australians are willing to accept a more disciplined approach to eating, but are being selective in how they are exercising this restraint," said Katrina Diamonon, consumer markets analyst at Datamonitor.

"While there are several ways in which dietary discipline can be exercised, health conscious Australians are demonstrating a strong preference for eating smaller portions over strict diet plans and calorie counting," she added.

The study also found that 50% of Australian consumers were "highly attentive" to the ingredients used in the food and beverages that they purchased.

## Harvey 's MIMS complaint

IF MIMS continues to publish information from Listed medicine product sponsors that is "potentially erroneous and harmful" then a prominent disclaimer should be attached to each information page, according to Adjunct Senior Lecturer, Dr Ken Harvey, from the School of Public Health at La Trobe University.

Speaking to **PD** Harvey tendered his comments following a complaint he made to the Therapeutic Goods Administration regarding the promotion of Ethical Nutrients' 'Urinary Tract Support' herbal supplement in a number of publications.

According to Harvey, the product claims made in the promotions had a lack of verifiable evidential support.

"Promoting this product for urinary tract infections (an infectious disease best treated with antibiotics) is a breach of Section 42DL(1)(c) of the Therapeutic Goods Act 1989," Harvey said in his complaint letter to the TGA.

In response to his complaint Harvey was told that a portion of the information cited in some of the Urinary Tract Support promotions was sourced from MIMS.

"MIMS then confirmed that their product information (PI) on Listed complementary medicines was provided by the company concerned and received no independent validation," Harvey told **PD**.

A MIMS disclaimer also states that it 'reproduces information as provided by pharmaceutical companies and approved by the Therapeutic Goods Administration'.

"I have pointed out to MIMS that this statement does not accurately reflect the difference between TGA "approved prescribing information" and information on Listed medicines that is not routinely checked by the TGA," Harvey said.

"The TGA have admitted (after an FOI request) that, the high level of regulatory compliance irregularities (found on monitoring 26% of newly listed medicines) presents a major risk to confidence in the Australian Government's regulatory framework for complementary medicines and the complementary industry itself," he added.

At the time of publication representatives for MIMS had not yet responded to **PD's** questions regarding their Listed medicine product information.

## FDA Tessalon warning

THE FDA has issued a warning over the cough medication Tessalon (benzonatate), which says that accidental ingestion of the drug by children under 10 years of age "can result in serious side effects or death".

Tessalon is approved in the US for the symptomatic relief of cough in patients older than 10, but its candy-like appearance (round, liquid filled capsule) often attracts children under ten years of age.

"The safety and effectiveness of benzonatate in children younger than 10 years has not been established," the FDA said.

The FDA warned that the drug should be kept in a child-resistant container, and out of the reach of children.

## "Boost Your Financial Management"



At Hyatt Regency Sanctuary Cove

**GOLD COAST 4-6<sup>th</sup> April 2011**

Presented by Geoff Perry

**FMRC Business Development**

Over 2,000 Pharmacists have attended  
**CLICK HERE to go to brochure for details.**

Gain 26 CPE points

"The most practical, demystifying course I have been to"  
Megan Kelly - Kiama

## Revised Prezista

THE US Food and Drug Administration has approved a revision of the dosing recommendation of Prezista to include a once-daily dosing regime in combination with ritonavir, for the treatment of human immunodeficiency virus (HIV-1) in treatment-experienced adult patients with no darunavir resistance-associated mutations (DRV RAMs) (1).

## New incontinence site

HARTMANN has launched a new incontinence website, aimed at providing users with information about the condition and subsidy schemes, as well as information about the company's range of continence products.

The site also contains a list of useful links where consumers can obtain information on specific subjects such as nearby toilet locations and bladder health.

"Consumers and caregivers will be able to conduct research on the condition and find solutions for managing it in the comfort of their own home," said HARTMANN'S Graeme Shelley.

"We believe it will also be a useful resource for healthcare industry workers like pharmacy assistants who are expected to have wide product knowledge," he added.

To view the website go to - [www.hartmannconsumers.com.au](http://www.hartmannconsumers.com.au).

## TGA calls for comment

THE Therapeutic Goods Administration is calling for public comment on the proposed amendments to the Poisons Standard, with the cut-off date for submissions set for 19 January.

See [www.tga.gov.au](http://www.tga.gov.au).

## Win a Self Tanning Body Crème



Every day this week, **Pharmacy Daily** is giving readers the chance to win a Self Tanning Body Crème from the Eternal Summer range courtesy of **Total Beauty Network**.

Designer Brands has the secret to natural, gorgeous, and glowing tanned skin, minus the exposure to harmful rays and typical self-tan smell.

With luxurious vitamin-enhanced ingredients, this self-tanner works to nourish and hydrate whilst working on your tan. Long-lasting, deliciously scented with frangipani, and quick-drying, it is your promise of eternal summer skin!

For your chance to win, simply send through the correct answer to the daily question below:

**What are 2 other bronzing powders in the Designer Brands range?**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

The first correct entry received will win!

Hint: Visit [www.dbcosmetics.com.au](http://www.dbcosmetics.com.au)

**Congratulations** to yesterday's lucky winner, **Meagan Hocking** from **Mannum Rd Better Health, SA**.

## Pharmacy Daily Pharmacy Job of the Day!

Jobs4Careers is Australia's leading source for pharmacy jobs ... click here to find out more and see the Pharmacy Daily Job of the Day ...

[jobs4careers.com.au](http://jobs4careers.com.au)

Just one click away from keeping up to date with all the breaking news as it comes to hand...



## 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](mailto:advertising@pharmacydaily.com.au).



### DISPENSARY CORNER

**GOING** green this Christmas.

The Helsinki Sea Life Centre in Finland has come up with a highly energy efficient way of powering its Christmas lights this festive season- its electric eels.

Each of the aquarium's eels produces 650 volts of electricity, more than enough to power the Christmas tree lights.

"We wanted to conserve energy so we looked around for ways to be more green," said a spokesperson for the aquarium.

"Then it struck us that we have a free source of natural electricity right here in our tanks," the spokesperson added.

To harness the energy, the aquarium had a special conduit built which sits in the eel enclosure and captures their electrical discharge, which it then feeds into the lights.

"At feeding time it really powers up," the spokesperson said.

"You can hear the voltage increasing and the lights shine bright and steady," the spokesperson added.

**MALE** lipstick sales just went up!

The pick-up line "you have beautiful lips", according to behavioural psychologist Jo Hemmings, is the 'holy grail' of pick up lines, because it is "bold and personal".

The statement comes on the back of an online survey of 12 different pick-up lines rated by 200,000 dating site users, which rated "you have beautiful lips" as the most successful line.

"A lot of men on dating sites send a sort of generic message and women recognise something that hasn't been customised for them," Hemmings said.

Having studied female behaviour for her book 'Love Signals: A Practical Guide to the Body Language of Courtship', Hemmings said that women also responded to comments about their lips because "from adolescence onwards, they cosmetically adorn their lips, applying lipstick and colours... they have been doing so since ancient Egypt."

### Brighten complexion with a quick spritz

Akin's **Hydro Essential Lavender Cellular Brightening Mist** is a refreshing way of giving skin a quick boost of moisture and antioxidants. What is particularly good about the spray is that it is created using the Vitamin C extract (ascorbyl glucoside), which is stabilized with glucose to protect it from degrading in the product's water base. It is this Vitamin C component that lends the product its 'brightening' properties, as in addition to its antioxidant effect, it also helps to whiten skin. Other key ingredients in the spray formula include Vitamin B5, aloe vera, hyaluronic acid and lavender oil. The spray can be used at anytime day or night, and is suitable for all skin types.

RRP: \$24.95 (125ml)

Stockist: 1800 631 283



### Organic bath time

Milk Baby's **Bath Time Wash** is a gentle cleanser suitable for young skin. The bath wash is created using 82% organic ingredients including lavender oil, chamomile extract, neroli, jojoba oil, and calendula. The natural cleanser works well when added to a face washer for an all over baby clean. The bath wash can also be used to cleanse babies hair and scalp.

RRP: \$22.95 (375ml)

Stockist: 03 9682 7793



### Bees have Christmas wrapped up

Burt's Bees has released a special **Gift Pack** featuring three beeswax lip balm sticks housed in a collectable retro styled circular tin. The lip balm sticks are created out of beeswax, coconut oil and lanolin, which work to create a protective coating on the lips to prevent them from drying out. The formula also includes a hint of peppermint to 'refresh' lips.

RRP: \$19.95

Stockist: 1300 855 478



### Christmas travellers skin care covered

Crabtree and Evelyn's **Summer La Source Traveller** collection features a selection of travel sized hand and body care products, including a 50ml body wash, 50ml body lotion, 50ml shampoo and 50ml conditioner. Packaged in a zippered tote bag the products contain traces of mineral salts and seaweed extracts, and feature a crisp and clean scent manufactured to resemble 'fresh sea air'.

RRP: \$24.95

Stockist: 03 8551 1000



### Natio for Men

Natio for Men's **Hydrating Eye Cream** can be used morning and night for extra hydration. The formula contains rose (rosa spp bisabolol) extract, chamomilla recutita (matricaria) extract, calendula officinalis flower extract, allantoin, and retinyl palmitate, and is designed to reduce the look of dark circles, and puffiness. The product is lightweight, cooling and absorbs into the skin quickly.

RRP: \$13.95

Stockist: 03 9415 9911

