

Pharmacy DAILY

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PHARMACYDAILY.COM.AU

Brekkie for health

BOYS aged between 12-16 who consume ready-to-eat cereal at breakfast have significantly higher intakes of nutrients (calcium, iron, fibre) and lower intakes of fat and sodium, than those who skip breakfast or ate non RTE breakfasts, according to a new study conducted by Flinders University in conjunction with Kellogg's Nutrition.

The study looked at 781 boys, and also noted that boys who skipped breakfast were "significantly heavier" than boys who ate brekkie.

APP 2011 agenda

NEXT year's Australian Pharmacy Professional Conference and Trade Exhibition (17-20 March) will include Fifth Community Pharmacy Agreement 'how-to' workshops covering the Patient Charter and e-health.

See www.appconference.com.

 Pharmaceutical Society of Australia



2011

MARCH WEEKEND

Continuing education focusing on the heart and mind

Annual Therapeutic Update

Friday 25 – Sunday 27
March 2011
Novotel Sydney Manly
Pacific, NSW

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www.psa.org.au

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PSA3086

MIMS investigates claims

MIMS has responded to concerns raised over the publication of "potentially erroneous and harmful" information on Listed Medicines supplied in its product by drug sponsors (**PD** yesterday), by saying it "will investigate mechanisms to highlight the TGA assigned status of a medicine that will better inform the healthcare professionals using the MIMS products".

The concerns, voiced by Adjunct Senior Lecturer Dr Ken Harvey from the School of Public Health at La Trobe University, were raised after he complained to the TGA over the publication of promotions for Ethical Nutrients' 'Urinary Tract Support'.

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

In response to his complaint, Harvey was informed that selected chunks of the promotional material were taken directly from MIMS, and which he later discovered were supplied to MIMS by the product sponsor.

"MIMS includes the content and indications of Listed Medicines, as supplied by the sponsor, in good faith,"

a spokesperson from MIMS said.

The particular medicine to which Harvey refers to is listed in the ARTG as ARTG No 104924.

"It is a requirement under the Act that the sponsors of Listed Medicines hold information to substantiate all of their product's claims," the spokesperson said.

According to the TGA the indications/claims made in relation to therapeutic goods must be supported by evidence and "sponsors of products carry the primary responsibility to ensure that indications/claims made about products are true, valid and not misleading in line with these standards, under the Listing system for medicines."

Drug warning

PHARMACEUTICAL Defence Limited has reported 'numerous incidents' involving confusion between Coumadin 5mg, and Coversyl 5mg and 10mg, due to the medications' similar packaging.

As such, PDL has suggested that pharmacies consider placing Coumadin under 'W' for warfarin.

"Boost Your Financial Management"

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GOLD COAST 4-6th April 2011

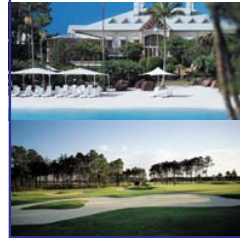
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Australian cancer

DESPITE the 27% increase in the incidence rate of cancer in Australia over the past twenty years, the overall death rate for the disease has fallen, according to the latest report by the Australian Institute of Health and Welfare.

According to the report's findings between 1982 and 2007 the incidence rate of cancer rose from 383 cases per 100,000 to 485 cases per 100,000.

"This increase can be partly explained by the ageing and increasing size of the population," said Chris Sturrock of the Institute's Cancer and Screening Unit.

The report, 'Cancer in Australia: an overview, 2010', also found that cancer was more common in older Australians, with 68% of diagnosed patients over 60yrs old.

The good news however, is that mortality rates between 1982 and 2007 have dropped by a total of 16%, from an average of 209 to 176 deaths per annum.

See www.aihw.gov.au for details.



DISPENSARY CORNER

LONG live his head!

The embalmed head of King Henri IV of France has been positively identified by a team of forensic scientists.

King Henry IV was assassinated in 1610 at the age of 57, and his remains were thought to have been lost to the mechanisms of revolution, after revolutionaries dug up and desecrated the graves of monarchs in 1793.

Now it appears the King's head was used as a macabre collector's item passed down through the ages.

The scientists identified the head through facial reconstruction; carbon dating; and comparisons between scars, marks and lesions apparent on the desiccated head with descriptions of the unfortunate King.

A PIE a day...

A red-faced British baker has had to fess up to the fact that his pies contain Viagra, after a batch was stolen en route to the World Pie Eating Championships.

According to reports, the baker used the drug as a preservative to stop potatoes in the pies becoming too mushy.

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 great features of the whipped eyeshadow?

Email your answer to: comp@pharmacydaily.com.au

The first correct entry received will win!

Hint: Visit www.dbcosmetics.com.au

Congratulations to yesterday's lucky winner, **Irene Nimorakiotakis** from **Pharmore Pharmacies, VIC**.