

PBS Mar changes

ADDITIONS to the Pharmaceutical Benefits Scheme from 01 Mar include psoriasis treatment Stelara (ustekinumab) from Janssen-Cilag.

Also new is CSL's Nebilet (nebulolol) for hypertension, as well as MSD's Maxalt (rizatriptan) for migraine treatment, and Pfizer/Wyeth's Relistor (methylglantrexone bromide) for the treatment of opioid-induced constipation.

New strengths of Atacand Plus, Diamicon, Ebixa, Zyprexa Relprev and Lyrica have also been added, while there are also new brands of Amoxycillin, Calcitriol, Metformin, Ciprofloxacin, Gabapentin, Lisinopril and Oxaliplatin.

Generic Health's paracetamol 500mg is also a new brand addition, along with pravastatin tablets from Sandoz.

The description of Pravastatin Sodium tablets has changed to 'Pravastatin tablets containing pravastatin sodium'.

Last year's influenza vaccines have been removed from the PBS, as well as Glucobay test strips.

NPS adverse event warning

A SIGNIFICANT number of adverse medicines events are not being reported to general practitioners, according to a census of Medicines Use in Australia being undertaken by the National Prescribing Service.

The census, which began in Jul and involves people aged over 50, focuses on how Australians use their medicines, including prescription, non-prescription and complementary products.

It also asks patients how they find out information about medicines, and whether they have experienced problems with their choices.

NPS ceo Lynn Weekes said the study had already revealed a "breadth of medicines use issues" being experienced by Australians.

"Many of these issues can be solved, and the information collected in this Census will help us determine the best ways to do so," she said.

Data collected from more than 1000 participants so far shows that a significant proportion of people

find it hard to get understandable information about medicines, while more than half of those surveyed said the large volume of information sources about medicines makes it hard to know what is accurate.

Interestingly, many of those who had used a medicine in the past year also reported a side effect, reaction or other problem with their medicines during the period.

The final phase of the census ends in Mar and the full results will be published later in 2010.

NPS also plans a second census which will survey people aged 18-49 on their medicines use issues.

"Data from this Census will be integral to NPS programs over coming years, and will assist other organisations in the health sector when developing new resources and programs for the community," Weekes said.

Merck profit jumps

THE purchase of Schering-Plough by Merck has seen the company's fourth quarter net income soar to US\$6.49 billion, up from US\$1.64 billion in the previous corresponding period.

Much of the gain was due to one-off merger-related accounting items, and Merck also announced plans for a new round of restructuring which aims to reduce worldwide staff numbers by 15%.

CEO Richard T. Clark said "The new Merck is off to an excellent start," with the company's expanded range of products now including 10 brands with annual sales of over US\$1 billion.

Win a car at APP

ATTENDEES at the free trade exhibition at the upcoming Australian Pharmacy Professional Conference (APP2010) will be in the running to win a 2010 model Toyota Corolla Ascent 5 door hatch.

The event will take place at the Gold Coast Convention and Exhibition Centre 11-14 Mar, and exhibitors include a wide range of pharmacy suppliers - including your favourite pharmacy news source, **Pharmacy Daily**.

This year the trade show will also include Guild-sponsored Play Zone where you can recharge your batteries with comfortable seating and even relax with a Nintendo Wii.

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From the people who brought you the Circulation Booster



CSL profit climbs

SWINE flu vaccine sales have significantly boosted the half year profit of CSL Limited, which this morning announced a \$617m result for the six months to 31 Dec.

Total sales were up 5% to \$2.3 billion, while the CSL Biotherapies vaccine division grew turnover by 31% to \$528m.

MD Brian McNamee said it was a "pleasing result in what has been a competitive trading environment."

AZ Rigel RA deal

ASTRAZENECA has signed a worldwide license agreement with Rigel Pharmaceuticals for the global development and commercialisation of fostamatinib disodium, an investigational drug for rheumatoid arthritis.

Fostamatinib sodium is an oral Spleen Tyrosine Kinase (Syk) inhibitor, thought to block the intracellular signalling of various immune cells involved in the destruction of bone and cartilage.

The global rheumatoid arthritis market is estimated at around US\$13 billion, and AZ will implement a global phase 3 trial program for the medication.

FDA safety plan

THE US Food and Drug Administration has released details of a new risk-management program aimed at informing health providers and patients about the risks of Erythropoiesis-Stimulating Agents (ESAs).

Generally used to treat anaemia that can occur as a result of chemotherapy in cancer patients, ESAs have been found in some cases to cause tumours to grow faster and result in earlier deaths.

ESAs include epoetin alfa, marketed as Procrit and Epogen, and darbepoetin alfa marketed as Aranesp, and are forms of the human protein erythropoietin, which stimulates bone marrow to make red blood cells.

The risk management program, produced by manufacturer Amgen, requires health professionals to provide patients receiving an ESA with a Medication Guide on how to safely use the drugs, and also requires training and certification of staff who administer chemotherapy to patients with cancer.

It only applies to patients being treated with an ESA for anaemia due to chemotherapy.

WIN AN ED HARDY INSPIRED FRAGRANCE



CONGRATULATIONS to Angie Moore from Guardian Pharmacies who was yesterday's lucky winner of an Ed Hardy Inspired fragrance.

Total Beauty Network has teamed up with *Pharmacy Daily* this week, giving readers the chance to win an Ed Hardy Inspired Designer Brands fragrance.

The Designer Brands Fragrances are based on the top-selling, non discounted fragrances with something for both men and women.

With the essences made in France and designer style glass bottles plus the designer names, it makes DB fragrances a great

copy without being a counterfeit product.

The fragrances smell the same (or better) than the original, with a great price point everyone can have the chance to try the big names without the big price.

For your chance to win your very own Ed Hardy Inspired Designer Brands fragrance, simply send through the correct answer to the following question:

On what news program was Designer Brands fragrances featured?

Send your entries to: comp@pharmacydaily.com.au.

The first correct entry received each day will win.

Hint! Visit the Total Beauty Network website at: www.tbn.com.au.

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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.



Bling-Bling, Bling-Bling - it's Lady Jayne

The new Instyle range of hair wares from Lady Jayne is certainly not lacking in bedazzlement- having been created for true lovers of all things bling. The glamorous range includes subtle gold and silver bobby pins- crafted with a stylishly twisted top layer, as well as a selection of light-catching jeweled hair clips ranging from classically inspired oval diamante clasps to vintage throwback jewel clusters. There are also several stand-out headbands and bandeaus, ideal for special occasions such as a day at the races, weddings and school formals.

RRP: \$6.99-\$14.99

Tel: 1800 651 146

They demanded it- and here it is!

After five years of consumer campaigning Gaia Skin Naturals has finally released a range of cleansers, toners and moisturisers made specifically to target the needs of female skin. Each irritant-free product in the range is designed to cater to even the most sensitive skin. The range includes a **Cream** and a **Foaming Cleanser**, a **Refreshing Toner** and a **Facial Moisturiser**, with a variety of natural oils, botanical extracts, and amino acids to nourish skin cells.

RRP: \$12.95 for all facial products

Stockist: Gaia Skin Naturals

Tel: (03) 9703 1707 (or order through wholesalers)



Consult the Physician for shimmery eyes

Physicians Formula has released a series of eye colour specific Shimmer Strips Custom Eye Enhancing Shadow & Liners for blue, brown, hazel and green eyes. The palate colours are put together to compliment the wearers eye colour, and can be applied wet- for a dramatic and intense colour or for use as an effective liner; or it can be applied dry for a softer 'daytime' look. Each of the four compacts contains nine different shades broken up into 3 themed shade groupings (i.e. 'natural', 'playful' and 'dramatic'). The compact also comes with a professionally tapered eyeshadow applicator brush.

RRP: \$6.99-\$14.99

Tel: (02) 1800 651 146



Yes to tomatoes!



The Yes to Tomatoes skin care range utilises purifying Dead Sea mud and minerals, along with organic antioxidant and anti inflammatory-rich tomato, watermelon and rooibos extracts, to cleanse and care for combination/oily skin types. Products in the range include 'Trouble Free Face Wash', 'Total Treatment Face Mask' and 'Totally Tranquil Facial Hydrating Lotion'.

RRP: \$17.95 - \$23.95

Tel: 1800 791 381

It is Clear that sun protection equals Zinke

Key Sun's Clear Zinke range of sunscreens provide an opaque physical (rather than chemical) layer over the skin which provides broad spectrum coverage by reflecting and scattering both UVA and UVB rays. Products in the range include Clear Zinke Lip Balm, Clear Zinke Sunscreen in 50g, 100g and 200g and Clear Zinke Stick. All of the products feature an SPF of 30+, are water resistant and include moisturising Vitamin E extracts.

RRP: \$3.99-\$15.99

Tel: 1800 791 381



DISPENSARY CORNER

FANCY a cane toad sausage?

In a bid to save native quoll numbers in northern Australia, scientists are in a race against time to create the perfect cane toad sausage, laced with just the right amount of toxins and flavour.

The project comes in response to the rapid spread of the cane toad (around 50-60km a year) which threatens the very existence of the native hunting cats.

The scientists hope that by feeding the sickening sausage to local quoll populations they will make them very ill, and through this sickness quolls will learn to recognise that the smell and taste of cane toad is bad and not for cat consumption.

The sausage will give the quolls a chance to learn in a controlled experience, that cane toads will make them sick - as opposed to simply slamming down a cane toad, poison sac and all, and not living to tell the tale.

"Quolls are big enough and ferocious enough that they'll jump on a big toad," said Rick Shrine, professor of evolutionary biology at Sydney Uni.

"They don't get a chance to learn, because the first toad they grab is so toxic that it kills them," he added.

WOULD you like a fine wine tonic to go with the steak today?

French viticulturalists are jumping on the wine-for-health bandwagon, in an attempt to recoup financial losses suffered as the nation cuts down its annual alcohol intake.

Citing evidence suggesting the potential health benefits inherent in grapes, a number of French vineyards have committed their yields to the creation of health tonics, pills and other various supplements.

Amongst the melange is viticulturalist David Ageron, who is currently in the process of trying to convince the French food industry to add his red wine extract to everyday food stuffs including yogurt and non alcoholic beverages.