

## New Colgate paste

**COLGATE** yesterday launched a new 'Total Advanced Clean' toothpaste which is claimed to "give teeth a superior clean in between professional visits to your dentist."

The product uses a new silica cleaning system to reduce plaque build-up on teeth and gums, and has been clinically proven to prevent up to 98% of plaque build-up, as well as fighting cavities and delivering 12 hour anti-bacterial protection against plaque.

## QRxPharma alliance

**AUSTRALIAN** biotechnology firm QRxPharma has formed a new alliance with the China Aoxing Pharmaceutical Company, to fund the development of MoxDuoIV, an intravenous formulation of QRx's patented morphine and oxycodone Dual-Opoid pain treatment.

## UK homeopathy slammed

A **KEY** parliamentary committee in the UK has recommended that National Health Service funding be withdrawn for homeopathic products, after concluding that "there is no evidence to support the clinical efficacy of homeopathic products beyond a placebo effect."

The House of Commons Science and Technology committee has recommended that the Medicines and Healthcare products Regulatory Agency not allow homeopathic product labels to make claims without evidence of efficacy.

The Royal Pharmaceutical Society of Great Britain said it's "delighted" at the report, which accords with its recommendations.

"The Society believes that all medicines available on the NHS

should be efficacious and give value for money," said RPSGB Scientific Advisor, Jayne Lawrence.

"This is important, not least because there is the potential for funding of conventional medicines to be compromised by the use of homeopathic products," she said.

## More AusPARs

**THE** Therapeutic Goods Administration has released further Australian Public Assessment Reports for several prescription medicines, with the additions including Brinzolamide/Timolol Maleate, Certolizumab pegol and Rituximab.

The reports are part of new TGA procedures which see the organisation provide details on the evaluation of prescription medicines and the considerations that led it to approve or not approve an application.

## FDA HIV concern

**THE** US Food and Drug Administration has issued early data suggesting that the combination of HIV drugs Inivir (saquinavir) and Norvir (ritonavir) may have "potentially important adverse effects on the heart."

The review is ongoing, with the FDA advising patients on the drugs to talk to their health care professional about any concerns.

## Vaccine to Laos

**AUSTRALIA'S** first contribution to support the regional rollout of the H1N1 vaccine to developing countries has arrived in Laos, which has received about 600,000 doses of the vaccine.

Health minister Nicola Roxon said the delivery is part of a commitment to provide up to 10% of our pandemic vaccine, with a total 2.1 million doses also set to support South Pacific island countries, East Timor, Sri Lanka and Papua New Guinea.

**"OTC sales have increased..."**

Read what Murray Fry has to say, click here.



Dispensary  
Loop



## WIN A LIFT LIP GLOSS

**CONGRATULATIONS** to **Dennis Brown** of **Medihealth** in Queensland who was the first reader yesterday to tell us that the Marine Filling Spheres contain no petroleum or parabens.

Total Beauty Network has teamed up with **Pharmacy Daily** this week, giving readers the chance to win their very own Lip Lift Gloss.

The Lip Lift gloss is a rejuvenating anti-aging treatment that removes the lines in lips!

Demaxyl Peptides and Natural Organic Oils ensure that your lips are visibly smoother, moisturised and full.

There are two new collections offering luxurious creamy gloss with delicious Amaretto and Coffee Aroma or Exotic Sorbet Flavours.

Each Lip Lift gloss comes in a gorgeous, oversized vial with self-applicator brush and mega doses of Vitamin E.

For a chance to win a Lip Lift Gloss (pictured at right) simply send through the correct answer to the following question:



**Name the two New Collections**

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

The first correct entry received will win! Hint! Visit the Total Beauty Network website at:  
[www.tbn.com.au](http://www.tbn.com.au)



## PHARMACIST - NORTH MACKAY

A position has become available to join the team at our Amcal Pharmacy at North Mackay. We are seeking a person who will be Pharmacist-in-charge when on duty, and is looking for advancement in a Pharmacy.

Although we seek a full-time person, part-time would be considered.

The Pharmacy is a member of PCCA and all Pharmacists are given the opportunity to train in Compounding. An Accredited or Pharmacist studying for Accreditation would be welcome.

The Pharmacy services several Nursing Homes and actively supports Pharmacy Programs such as Patient Medication Profiling.

Hours of work would be to a roster which may include some evenings or weekend work to suit the operational needs of the Pharmacy. A salary package will be negotiated. All applications will be treated in the strictest confidence.

Applications in writing to The Manager, Dupuy's Amcal Pharmacy,  
PO Box 8170, Mt.Pleasant Q. 4740.  
Or by e-mail to [northmackay@amcal.net.au](mailto:northmackay@amcal.net.au)

Applications close Saturday 20<sup>th</sup> March 2010

## How Independent Pharmacies Can Beat The Discounters *Without* Lowering Prices

A new special report for the independent pharmacist is now available. Titled "**How To Beat The Discounters Without Lowering Prices**", this highly informative and easy-to-read special report is unlike anything ever published in the industry. Within its pages are secrets the discounters don't want you to know. And it's available FREE for a limited time by calling **1800 084 995**.

## 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).

### Super hold for sporting types

The clever use of rubber and silicone in Lady Jayne's Sportstyle range of hair accessories has helped to shape superior hair holding products - perfect for use under sporting strain. Top performers in the range include the Sportstyle snagless elastic bands, which are thick and black, have no metal join point and are extra strong for a superior hold. Three painless rubber inserts are also evenly spaced across the band to prevent slipping. The second stellar performer in the range is the Sportstyle bobby pins, which have been designed to shape to the head and are also coated in a rubberised non-slip finish which holds hair solidly and painlessly in place.

**RRP: \$7.20 (10 pack hair elastics), \$7.19 (60 pack bobby pins)**

**Stockist: Lady Jayne, Tel: 1800 651 146**



### Very-very gentle exfoliation



Avado's dry/sensitive skin Organic Gel Defoliant is brilliant for exfoliating both dry and sensitive skin types without causing irritation or exacerbating dryness. The gel itself contains mainly organic calendula, neroli, lemon and aloe vera extracts with honey - so along with providing exfoliant benefits, the gel works to both nourish and moisturise the skin. The product is a manual exfoliator (as opposed to a chemical one) and as such contains microscopic particles of ground pumice stone, almost invisible to the naked eye, which work to very very gently remove dead skin cells and brighten complexion. As with all Avado products the bonus of this one is its amazing smell, which mixes sweet honey scents with tangy lemon notes - divine!

**RRP: \$12.99**

**Stockist: Avado, (03) 6225 4098**

### Add some daily Dulcofibre

Dulcofibre is made from glucomannan, a natural soluble fibre that absorbs 100 times its weight in water, making it extremely effective in building stool mass. Glucomannan's high gelling capacity also effectively aids with stool motion, whilst its natural probiotic effect promotes the growth of healthy gut bacteria. Each box contains 20 lightly tangerine flavoured 'On the Go' sachets. One thing users need to be aware of is that because of its gelling function, when added to water, Dulcofibre needs to be stirred rapidly until dissolved and consumed immediately.

**RRP: \$12.94 -14.95**

**Stockist: Boehringer Ingelheim, (02) 8875 8800**



### Organic Soap for Aussie hands

100% Aussie owned and made from 99.8% certified organic ingredients, The Organic Soap Company's range of eight 100g soap bars contain tailored blends of natural oils to treat a range of sensory conditions (stress, sore muscles) and skin needs (exfoliation, conditioning etc). Great for gifts, the range includes 'Sweet Orange & Almond', 'Tea Tree and Macadamia', 'Lemon Myrtle & Macadamia', 'Lavender & Sweet Almond' Cedarwood & Geranium', Lemongrass' and 'Peppermint and Shea Butter' soaps.

**RRP: \$4.95**

**Stockist: Key Sun Laboratories, 1800 791 381**



### DISPENSARY CORNER

**AN INDIAN** film maker says he plans to use an ECG machine to measure how scared viewers of his latest horror flick get while watching the movie.

Ram Gopal Varma has issued a challenge to his fans, offering US\$10,000 to anyone who can watch the thriller alone in a cinema until the closing credits.

The intriguingly-named *Phoonk 2* is apparently about a family traumatised by an evil spirit.

Varma said a volunteer film fan will be wired up to a heart monitor, and will be watched by a camera to ensure they keep their eyes open throughout.

Readings from the machines will be displayed live outside the cinema, with the stunt mirroring a similar proposal for the original *Phoonk* movie, which was later scrapped after claims that the selection process was rigged.

**HERE'S** a good example of why pharmaceutical advertising probably isn't a great idea.

A *PD* reader sent in the photo below, which is currently doing the rounds on email.

It was taken in a doctor's office in the USA, with the email suggesting that a Chinese doctor would probably recommend: "if the light stays on for more than four hours, call your erectrician."

