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Mirixa Messenger

MIRIXA has issued an update to pharmacists detailing a number of changes to its systems, including the addition of new omeprazole and sertraline compliance programs, offering the opportunity to offer more personalised care to patients on the medications.

New resources available with the two programs include free online training, patient engagement videos, Good Practice Guides and webinars.

The Mirixa update also details software upgrades including the ability to customise pop-ups to adjust the time that they are displayed onscreen, and the ability to switch between a full MirixaFind window or just the notification window.

More details on 1300 647492.

RGH Bulletin part 2

THIS week's edition of the Repatriation General Hospital's Pharmacy E-Bulletin is part two of its series on complementary treatments for menopausal women.

It covers the use of phytoestrogens - non-steroidal plant compounds found in many fruits, vegetables and grains - see auspharmlist.net.au/ebulletin.php.

Guild releases its blueprint

THE Pharmacy Guild today released its long-awaited Roadmap for the future direction of community pharmacy in Australia.

Originally scheduled for release at APP on the Gold Coast earlier this year - in fact **PD** noted Guild President Kos Sclavos waving a copy around during one of his APP presentations - today's launch follows the recent PSA release of its Issues Paper on the Future of Pharmacy (**PD** 26 May).

The Guild's *The Roadmap - The Strategic Direction for Community Pharmacy* is described as "a major practical contribution by the Guild to the future direction and development of Australia's highly regarded community pharmacy model".

Sclavos said the document, published online today and also being distributed to Guild members in hard copy this week, provides practical mechanisms through which community pharmacy can develop future services nationally.

"We are prepared to invest our own resources to achieve the enhanced role for pharmacy set out in *The Roadmap*," he said.

Possible future services are

allocated to four quadrants relating to the dispensary, professional services, in-pharmacy consultations and outreach services.

The roadmap has been produced and distributed with the assistance of Pfizer, and the document and supporting information can now be viewed online at the Guild's website www.guild.org.au/roadmap.

Don't cough on me!

EIGHTY seven percent of Australians have experienced someone coughing on them without covering their mouth, and 86% believe that a chesty cough in public is worse than burping, according to the recent Bisolvon Chesty Cough Survey.

Conducted as part of its new YouTube winter social marketing campaign video titled "I hate people coughing on my head," the survey also found that public transport and movie cinemas are the two places where people are most likely to get annoyed by an inconsiderate cougher.

The most offensive type of cough, according to 78% of survey respondents is the chesty cough, whilst poor coughing manners were rated as badly as inconsiderate smokers and people who leave gum behind for others to step or sit on.

The YouTube campaign uses humor to highlight the importance of proper coughing etiquette and in turn stop the spread of the flu virus.

To view the video **CLICK HERE**.

Call for posters

THE Pharmaceutical Society of Australia is calling for abstracts from researchers and practitioners within the field of pharmacy practice and science, to be presented as part of the special poster sessions at the 2010 Pharmacy Australia Congress.

The Congress Organising Committee is particularly interested in submissions from practitioners who wish to share their own work without necessarily having undertaken structured research.

Abstract submissions are limited to a max of 250 words with a 20 word or less title and contain the authors' names, background, methods, results, conclusions, and contact details.

To register an abstract go to www.pac10.com.au.

Asthma warning

THE National Asthma Council Australia is urging Australians to take asthma seriously this winter season, using the latest increase in asthma mortality rates to back up its concerns.

According to the Council, asthma related deaths jumped 16% from 2007 to 449 in 2008, and have risen a total of 35% in the last decade - with the highest death rates being recorded for elderly Australians.

"Australia has one of the highest prevalence rates of asthma in the world," said NACA chair, Dr Noela Whitby.

"The condition is so widespread that there can be a tendency to shrug it off and take it for granted, which is something we must never do."

Winter is a particularly bad time for asthma, with viruses and flus being common triggers for attacks.

The NACA is urging patients to ensure they are actively managing their condition in conjunction with health care practitioners, and with an asthma action plan.

WIN A KABUKI BRUSH



Every day this week, Pharmacy Daily is giving readers the chance to win a stylish Kabuki Brush, courtesy of Total Beauty Network.

Designer Brands Kabuki brush is compact, luxurious and easy to use. Containing all natural hair so its better for your skin and great with your make-up. Kabuki brush is the ideal tool to apply bronzers, powders & blushes for a smooth and even finish.

For your chance to win your own Kabuki brush this week, simply send through the correct answer to the daily question below:

What is the Kabuki Brush used for?

Send entry to: comp@pharmacydaily.com.au

The first correct entry received each day will win.

Hint! Visit www.tbn.com.au.

Congratulations to yesterday's lucky winner: Hayley Fejer from High Tech Health.



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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.



DISPENSARY CORNER

APPARENTLY even native birds need to watch their weight!

A Sydneyside kookaburra has been placed under a strict diet and exercise regime, after she was handed in to Taronga Zoo weighing a massive 545g (40g over the weight of a typical kooka).

The rotund bird was scooped up by a Mosman local, who found her being chased by local dogs - and being too fat to take flight.

Since her health retreat at Taronga the bird has lost 64g, and needs to lose another 20g before she will be released into the wild.

DISPHOSOPHOBIA comes with a US\$79,000 price tag.

A woman, living in upstate New York has had to face the possibility of copping a hefty \$79,000 fine, after her fed-up neighbours reported her to the city for her habit of collecting kerbside rubbish and storing it on her front yard.

According to reports, most of the rubbish was donated to the Salvation Army, or reconditioned for use in her home, but the problem was that for every object donated another one would be found to replace it.

When faced with the option to get rid of the rubbish for good, or to pay the fine, the woman chose the former, but has said she is in the process of reporting her neighbours for "code violations".

WHO steals a wheelchair ramp!

A wheelchair-bound US woman has reported the theft of her 10-foot wheelchair ramp, which ran from her porch to the sidewalk of her home.

Police are stumped as to who would actually steal a wheelchair ramp, and have so far turned up no leads.

It was not all bad news however for the woman, with a local ramp maker offering to not only replace the ramp for free - but give her an even better steel one valued at US\$4000, because workers couldn't abide the thought of the woman trapped in her own home!



Natural moisturiser for bub (and mum!)

A truly fantastic product, Avado Organics' Baby Natural's Moisturiser is jam packed full of organic oils selected for their calming, nourishing, anti-inflammatory and protective qualities including avocado, safflower, evening primrose, and jojoba oils. Other key ingredients include rosemary leaf extract (antioxidant) and soy lecithin (hydration). In keeping with Avado's philosophy the product is all natural with no added chemical preservatives, and is extremely gentle and protective of young skin. It is also a great option for adults (better than many adult specific body products!) and leaves skin soft and nourished all day long.

RRP: \$9.99 (250ml)

Stockist: Avado Organics, 03 6225 4098

Boost winter circulation

High Tech Health has launched a new Reviving Foot and Leg Gel, to use in conjunction with its Circulation Booster machine. The non-greasy gel is designed to add hydration to feet and legs, waking them up and reviving them with its menthol base. When used in conjunction with the Circulation Booster, the gel enhances the connectivity of the electrical waves (produced by the Booster) to the skin.

RRP: \$12.49

Stockist: High Tech Health, 1800 505 108



Winter is smelling like roses

Created from medical grade lanolin, Lanolips newest product, 'Rose Balm Intense for Very Dry Hands and Nails', ensures hands and nails stay soft and nourished throughout winter. The Balm also contains shea butter, coca seed butter and wheat germ oil. Once applied the thick cream needs a few minutes to sink in, creating a protective barrier over hands and nails, trapping hydration in, and keeping the elements out. The addition of rose oil is mainly for its scent, which consequentially infuses the distinct sweet rose smell into product and then onto hands.

RRP: \$15.95

Stockist: 02 663 4277

Support for hormones

In response to recent research which found that certain vitamins and nutrients can help to support a healthy metabolism and hormonal system, Bio Concepts has launched a range of Practitioner Only supplements (be prescribed once consultation and assessment of hormone balance is performed by a qualified health practitioner) under the 'Orthoplex Hormone Range' banner. The supplements, AndroTone, OestroClear and ProgestaLift, combine specific vitamins and nutrients to help maintain the body's optimum hormone balance and healthy functioning.

RRP: \$27.90 (Progestalift), \$44.35 (OestrocLEAR), \$48.05 (Androtone)

Stockist: Bio Concepts, 07 3868 0699



Natural winter lip relief

In light of the fact that the average woman is said to consume around 3kgs of lipstick during her lifetime, Botani has developed a petroleum jelly, animal product and beeswax free 'Healing Lip Balm' that is safe enough to eat. Designed to nourish and protect lips during the cooler winter months, the balm (based on olive extracts) relieves dryness and irritation, helps to heal cracked lips and also contains anti-itch ingredients. The formulation itself does not sit heavily on top of lips, but rather melts in and leaves a natural shine.

RRP: \$11.95

Stockist: Botani Australia, 03 9380 8529

