

Mirixa lessons at GU

PHARMACY students at Griffith University (GU) on the Gold Coast have been given hands-on training using the Pharmacy Guild-backed Mirixa software platform, with the intention of producing "work-ready students who will benefit individual pharmacies and the profession as a whole".

Students were given access to the MirixaPro platform along with dummy cases to simulate professional service delivery to patients, to gain experience in using the software to support positive clinical interventions.

Senior Lecturer, Dr Laetitia Hattingh, said "At Griffith University we equip our students with new technology and tools that focus on the integration of patient care services into everyday practice."

She said there is keen interest in the program, with a number of employers agreeing they would hire an intern pharmacist "primed for professional services" over others.

Mirixa's Aaron d'Souza said Mixira Australia would be working with other pharmacy schools across the country "focused on producing students ready for the challenge of professional service delivery."

Diclofenac change

THE UK Medicines and Healthcare products Regulatory Agency has announced the reclassification of diclofenac ethylammonium 1.16% gel.

Pharmacies can supply the product without a prescription, with the maximum OTC pack size doubling from 50g to 100g, while the maximum treatment period without medical advice has also been extended from seven to 14 days.

Clotting drug could save 100,000 lives

THE routine use of blood clotting agent tranexamic acid (TXA) for seriously bleeding trauma patients could lower the risk of death by 15%, according to a global trial reported in *The Lancet* this week.

A trial involving 20,000 patients from 274 hospitals in 40 countries found that TXA significantly reduced bleeding in the injured patients and led to a one-sixth reduction in death due to blood loss over the four weeks after being injured.

PSA flags career concerns

THE Pharmaceutical Society of Australia says young pharmacists are particularly concerned about their careers in the current environment, with burgeoning numbers of young graduates.

The workforce worries were revealed in a recent PSA survey of early career pharmacists which will be used to feed into the operations of the PSA's Early Career Pharmacists Working Group (ECPWG).

Yesterday Queensland pharmacist Justin Lee was named as the new chair of the ECPWG, which was established about a year ago to give a greater focus on pharmacists in the early stages of their career.

Govt cancer focus

HEALTH department moves to focus funding on particular disease states have been reflected in an announcement yesterday which will establish a single national cancer control agency.

The move will see Cancer Australia amalgamated with the National Breast and Ovarian Cancer Centre from early 2011-12, with Health Minister Nicola Roxon saying this will benefit all Australians affected by cancer "by continuing the Government's focus on cancer research, prevention, diagnosis and treatment."

The joint agency will have a "clear leadership mandate across all cancers," Roxon said, giving all stakeholders one agency to work with and providing the govt with a coordinated source of expert advice on cancer care.

Diabetes trial

AUSTRALIANS with Type 2 diabetes are being invited to take part in a large global trial of a potential new "breakthrough treatment" for the condition.

The trial, known as Study D19, will look at the new treatment which, unlike current Type 2 diabetes medications, may also help patients manage their weight and reduce blood pressure.

People aged over 45 are being sought to take part, which involves a so-called SGLT2 inhibitor, with nine sites across NSW, Victoria, Queensland and South Australia actively recruiting participants.

The trial is being conducted on behalf of AstraZeneca; more information on 1800 218 272.



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US Allegra battle

INDIAN generics maker Dr Reddy's Laboratories has been banned from selling a generic version of Sanofi-Aventis' Allegra D24 (fexofenadine/pseudoephedrine extended release) in the US, after a New Jersey court granted a preliminary injunction sought by Sanofi-Aventis.

Sanofi is alleging that Dr Reddy's has infringed patents relating to the manufacturing process of the drug - rather than the molecule itself which had its patent protection expire in 2001.

Lee, who replaces Tasmanian pharmacist David Peachey in the role, said the group aimed to "ensure that early career pharmacists have an influential say in their profession and its future."

"The workforce issue is one affecting the profession as a whole and early career pharmacists in particular feel especially vulnerable," Lee added.

He said the group would also be paying particular attention to how early career pharmacists can better advance their careers.

Walgreens online

US pharmacy giant Walgreens has launched a new mobile website with a range of new features including the ability to send text messages to patients when their prescriptions are ready for pickup.

A special Apple iPhone version of the site also allows users to upload photos and automatically order prints, along with the ability for patients to access their own prescription history online.

There's also a one-touch GPS store locator.

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WIN A BURT'S BEES PRODUCT



Pharmacy Daily has teamed up with Burt's Bees and is giving readers the chance to win a Radiance Serum with Royal Jelly today.

Combining the nutritive powers of royal jelly, liquorice root extract and glycerin, Burt's Bees Radiance Serum intensely moisturises to boost skin's natural radiance and is 99.86% natural.

Apply under or in place of your daily moisturiser after cleansing, concentrating on areas prone to fine lines and sun damage, to help brighten and improve skin texture.

For your chance to win your own Burt's Bees Radiance Serum, simply send through the correct answer to the daily question below:

How many nutrients are there in the Royal Jelly that features in Burt's Bees Radiance range?

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The first correct entry received each day will win.

Hint! Visit www.burtsbees.com.au

Congratulations to yesterday's lucky winner: **Christine Monforte** from **Terry White Management**.

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Guild

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

REFORMED former Black Sabbath frontman Ozzy Osbourne (**PD** yesterday) is putting his experience of hard living to good use, with the debut of a new health advice column in the UK's *The Sunday Times Magazine*.

In the "Ask Dr Ozzy" article last weekend Osbourne made an intriguing suggestion to help stop youth smoking rates.

A mother who had asked him how to discourage her teenage son from cigarettes was given a few ideas, including: "throw some fag ash on his cornflakes".

Osbourne's column this week also included his thoughts on cocaine, antidepressants and chemotherapy - with the editors adding the caveat that "Ozzy Osbourne is not a qualified medical professional. Caution is advised".

THE president of Venezuela has come up with a new cure for insomnia, suggesting that people finding difficulty sleeping should watch his televised speeches.

Speaking at an official function Hugo Chavez he said he was surprised that children sometimes stopped him in the street to say they had seen him on TV.

"It seems that there are mothers here who, instead of putting their kids to sleep with cartoons, put them to sleep with Chavez," he said.

SOME truly scientific relics have gone on display in Florence, Italy this week - a tooth, thumb and finger cut from the body of pioneering physicist, astronomer and mathematician Galileo Galilei.

Dubbed 'the father of modern science', Galileo died in 1642 and apparently historians and scientists cut the body parts from his corpse during an arcane burial ceremony which took place 95 years later.

Discovered by an art collector last year, the remains are now the main attraction at the city's newly reopened Galileo Museum - along with two telescopes, a compass and other instruments he designed.

Smell so sweet with Kylie



Aussie songstress Kylie Minogue will next month launch her sophisticated new fragrance, **Kylie Minogue, Pink Sparkle**. Described as "evoking the vibrancy of a party full of glamour and the effervescence of pink champagne," the perfume is a modern floral oriental amber. Kylie said she wanted to create an elegant, feel-good fragrance as an "open invitation to join me in celebrating all that is good in life". It will be available from 01 Jul at Priceline and selected pharmacies.

RRP: \$30 (30ml) and \$39 (50ml)
Stockist: Coty 1800 812 663

Face winter organically

Gaia Skin Naturals has released a new richer 'Intensive' facial moisturiser, especially designed to protect and nourish dry and/or mature facial skin types going into the harsher months of winter. Free from petrochemicals, mineral oil, silicone derivatives, lanolin, propylene glycol and paraben preservatives the formula harnesses organic apricot kernel, sweet almond and rosehip oils to provide optimal moisturising properties and reduce the appearance of redness and fine lines. Sodium hyaluronate also helps users to retain moisture, keeping skin smooth, supple and hydrated.

RRP: \$12.95

Stockist: Gaia Skin Naturals 03 9703 1707



Sore throats just melt away...

Key-Sun Laboratories has released a new all natural kids cold fighting range, just in time for winter, called **Kids Cold Mighty Melts**. Purporting to aid in the relief of stuffy noses and other cold symptoms, the range of suckable tablets are indicated for natural relief from the symptoms and

discomfort of sore throats, gums and ears. The Kids Cough, Kids Cold and Kids Sore Throat melts contain no sugar and no preservatives and are based on homeopathic principles containing tiny doses of symptom-causing substances which are claimed to initiate a healing response in the body.

RRP: \$14.95 for 125 capsules

Stockist: Key Sun Laboratories 02 9999 2525

Lipstick for fashion addicts

BYS has expanded its extensive, affordable and professional cosmetics range with the addition of new **BYS Longwear Lipstick** and **BYW Matte Lipstick**. The longwear product will far outlast your normal lipstick wear, taking you all the way from morning coffee to evening cocktails in eight flawless varieties. And this season it's all about Matte, with the Matte lipstick allows you to try out the latest winter trend. Look moisturised in four delicious colours: Cha Cha, Rumba, Salsa and Tango.

RRP: \$4.95

Stockist: BYS 03 9551 4666



So...? Sensual is just that

The latest addition to the So...? range of youth-focused fragrances, **So...? Sensual** features top notes of mandarin, strawberry and orange flower. A "rich fragrance of sheer passion and enticing aroma," So...? Sensual is said to capture the pure essence of a woman. The fragrance is set to launch next month so get it in stock to make sure you can handle the demand.

RRP: \$24.95 (Eau de Toilette 100ml), \$4.95 (body fragrance)
Stockist: Frostbland 02 8709 8800