

# Pharmacy DAILY

Wednesday 10 March 2010

PHARMACYDAILY.COM.AU

## Pharmacy E-bulletin

THIS week's edition of the RGH Pharmacy E-Bulletin gives an overview of osteoporosis treatment using the once monthly risedronate biphosphonate formulation, which will improve patient compliance.

The bulletin can be downloaded at [auspharmlist.net.au/ebulletin.php](http://auspharmlist.net.au/ebulletin.php).



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## Analgesic battle breaks out

RECKITT Benckiser, the maker of Nurofen, today defended ibuprofen, saying it offers an "ideal combination of efficacy and tolerability compared to other leading non-prescription analgesics."

The company was responding to data from consumer market research sponsored by Panadol manufacturer GlaxoSmithKline, which detailed the results of a telephone survey of "consumer awareness of the risks associated with non-steroidal anti-inflammatory drugs."

The Gut Foundation released the survey details, saying that 71% of Australians who use NSAIDs are "not aware of the serious, long-term risks associated with taking these types of drugs."

Gut Foundation president, Dr Terry Bolin, said the survey shows 85% of Australians use OTC pain relievers, and just over half of those (54%) buy them in pharmacies.

Pharmacist Professor Peter Carroll also weighed into the

discussion, saying pharmacists should be aware that "many consumers remain unaware of the risks associated with using NSAIDs."

"This means it is important for pharmacists to ensure they continue to counsel their patients about how to use these drugs appropriately," Carroll said.

Reckitt Benckiser issued a statement saying that "the safety and tolerability of ibuprofen is supported by numerous clinical studies", including the PAIN study involving about 8000 patients which showed the drug is "at least as well tolerated as paracetamol."

The company reassured consumers that when taken according to directions ibuprofen is an "appropriate short-term treatment for pain relief for the majority of people."

## TGA slimming alert

THE TGA is warning consumers about the dangers of purchasing medications and health products online, after an analysis of a product known as "Meizitang" or "Botanical Slimming 100% Natural Soft Gel" revealed the presence of sibutramine which "may be harmful if taken without the supervision of a medical professional."

## New PSA brochure

THE Pharmaceutical Society of Australia has released a special brochure which details key initiatives which PSA is providing for accredited pharmacists this year.

The brochure is now online at [www.psa.org.au](http://www.psa.org.au).

## UK pharmacy chief

THE Royal Pharmaceutical Society of Great Britain has appointed Helen Gordon to the position of chief executive of its new Professional Leadership Body wing.

Currently the ceo of the Royal College of Obstetricians and Gynecologists, Gordon will take up her new position from 01 July.

"It generates direct sales and just as importantly good will with customers"

Read what Jo McDowall has to say, click here.



## NPS RADAR out

THE latest edition of the National Prescribing Service's RADAR publication provides information about nebivolol (Nebilet), methylxanthone (Relistor), albendazole (Zentel) and Terbinafine - see [nps.org.au/radar](http://nps.org.au/radar).

## GP pharmacy push

A REPORT in this month's *Australian Family Physician* urges medical centres to consider adding a so-called 'practice pharmacist' to their healthcare team, with the authors (two GPs from Queensland) saying there is a clear role for a pharmacist to work within general practice to minimise adverse medication events.

## New US meth weapon

THE US state of Missouri has appointed a company called Appriss Inc to create a database, similar to Australia's Project STOP, which allows online tracking of pseudoephedrine purchases.

The system will allow pharmacists and law enforcement officials to determine at the point of sale if buyers have gone from store to store buying up supplies.

It will automatically deny the sale to a buyer who has exceeded the daily maximum purchase of 3.6g or 120 standard tablets.

## WIN AN AUSTRALIS EYE PENCIL



CONGRATULATIONS to Meg Shapcott from Mater Pharmacy Redland, who was the lucky winner of an Australis Eye Pencil in yesterday's PD.

Australis has teamed up with *Pharmacy Daily* this week, giving readers the chance to win an Australis Eye Pencil. Valued at \$8.95, the Australis Eye Pencil is the softest pencil ever.

The Blackest Black eye pencil creates the perfect smokey eye with ease, providing an intense colour, smooth formula and long-lasting finish.

New shades available include Silver Service and Hello Sailor, formulated with the same long-lasting easy glide formula.

For your last chance to win your very own Australis Blackest Black Eye Pencil, simply send through the correct answer to the following question:

**What colour is Hello Sailor?**

Send your entries to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

The first correct entry received each day will win.

Hint! Visit the Australis website at: [www.australiscosmetics.com.au](http://www.australiscosmetics.com.au).

Visit us at the Gold Coast APP 2010 stand #136 for your chance to Win a Kyocera FS-C5200DN Colour Laser Printer

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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](mailto:advertising@pharmacydaily.com.au).

### Enhanced nutrition for eye development

Wyeth Nutrition has released a new range of lutein fortified S-26 Gold Newborn, Progress and Toddler products. A powerful antioxidant, lutein is concentrated in the macular of the retina and may help to protect developing eyes and also may help in filtering blue light. Lutein can also not be synthesised in the body, so it needs to come from an outside source. Because lutein is also naturally found in breast milk, its addition to the regular S26 Gold formulas has brought the products closer to the structural make up of breast milk.

RRP: \$29.95

Stockist: Wyeth Nutrition, 1800 552 229



### There's nothing quite like New York nights

In a fabulous celebration of New York nights, Designer Brands has launched a limited edition make-up collection featuring individual pots of whipped mineral eyeshadow in dark and sexy colours including Ivory, Mushroom, Purple,

Ebony, Navy and Rust. Complementary eyeliners in metallic blue, brown, bronze and purple also add intensity to the New York look, whilst Diamond Glaze nail polish in metallic shades of Garnet Affair, Gun Metal, Purple Desire, Rendezvous Blue, and Rouge Bronze complete the look.

RRP: \$7.99 (eye shadow pots), \$4.99 (eyeliner) and \$5.99 (nail polish)

Stockist: Designer Brands, 1300 765 332

### Stretch marks be gone!

Gaia has launched the very first product in its Pure Pregnancy range, titled 'Belly Butter'. Recommended for use around the breast, thigh and bottom areas, Gaia's 'Butter' has been developed from pure cocoa and shea butters as well as organic wheat germ, tangerine, mandarin and rosehip oils, to maintain skin elasticity and suppleness, reduce skin irritation, and also minimise the appearance of existing stretch marks and prevent the formation of new ones. Unlike most body butters the Gaia's Belly Butter does not leave a greasy residue and is perfect for women with skin sensitivities as it is free from petrochemicals, mineral oil, lanolin, paraben preservatives, vitamin A and artificial fragrances.

RRP: \$17.95 (150ml)

Stockist: Gaia, Tel: (03) 9703 1707



### Soft, subtle skin veil

Designed to provide a subtle illuminating glow, Physicians Formula Mineral Wear Talc-Free Illuminating Veil is a lightweight powder that allows skin to breathe. A selection of vitamins and antioxidants also provide an extra skin boost. The product is packaged with a 'flow-through' brush applicator- handy for last minute or on the go make-up jobs. The Veil can be worn on its own, or over foundation, and will also act to absorb excess skin oil. Available in both Nude and Warming Glow colours, the range also includes two Mineral Wear Talc Free Bronzing Veils (in Light and Medium) which are essentially the same, but rather than illuminating, their usage produces a subtle tanning effect.

RRP: \$29.95

Stockist: 02 8709 8800



### DISPENSARY CORNER

**INUK** had type A blood, dark hair, brown eyes and dry earwax - and he also lived around 4000 years ago.

His body was found frozen in Greenland, and scientists have compared 350,000 differences in DNA, in Inuk's hair, to DNA of a modern human- which in turn unlocked the secrets to his appearance and heritage.

They concluded that Inuk was also inbred, had metabolism developed for cold climate living and, like a large portion of modern men, was going bald.

He also had one other sneaky surprise for scientists: his ancestry was Siberian - rather than Native American or Inuit - meaning that there must have been a (previously unknown) migration of his ancestors around 5500 years ago, across from eastern Siberia and into North America and Greenland.

**THIS** must have been a surprise.

A 32-year-old woman in the US state of Kentucky who didn't even know she was pregnant has given birth to a 3.2kg baby son on the floor of her laundry room.

Kelly Bottom said she cut the umbilical cord - then calmly went to pick up her other child from school.

She even stopped in at the baby's grandmother's house to show her the newborn, before deciding she should probably actually go to hospital, where she and the infant spent three days.

A 101-year old Chinese woman has grown a six centimetre horn out from the left hand side of her forehead (see below).

The horn reportedly developed from a thick brownish patch of skin over a period of six months, and according to the woman, an identical patch has just appeared on the right hand side!

