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New fertility treatment

A NEW single injection sustained follicle stimulant, (corifollitropin alfa injection), is now available for Australian women undergoing IVF.

Approved by the TGA and available from early November, the single subcutaneous injection is designed to be used for controlled ovarian stimulation for the development of multiple follicles and pregnancy in women undergoing IVF.

"Elonva is given as a single injection during IVF therapy that will sustain the growth of ovarian follicles for an entire week," said Fertility Specialist, Associate Professor Peter Illingworth.

"It can replace a whole week, or seven daily injections, of recombinant follicle stimulating hormone (rFSH) which is the current treatment," he added.

It is recommended that Elonva is used in conjunction with gonadotrophin-releasing hormone (GnRH) antagonist therapy.

FDA approval

THE US FDA has approved Pharmaxis' Aridol (mannitol inhalation powder) Bronchial Challenge Test Kit for marketing.

The kit is approved for the assessment of bronchial hyperresponsiveness in patients 6 years of age or older who do not have clinically apparent asthma.

Breast reimbursement

THE Department of Health and Ageing is reminding breast cancer survivors who've had a mastectomy that they can be reimbursed for external breast prostheses.

Eligible women are able to claim up to \$400 for each new or replacement external breast prosthesis every two years.

See www.medicareaustralia.gov.au.

Pharmacy Daily Pharmacy Job of the Day!

Jobs4Careers is Australia's leading source for pharmacy jobs ... click here to find out more and see the Pharmacy Daily Job of the Day ...

jobs4careers.com.au

Harvey urges GMiA data

HEALTH activist Ken Harvey from La Trobe University has suggested that the Generic Medicines Industry Association provide "pooled data from its members on the exact monetary value (and type) of the non-price benefits provided to pharmacy".

In a response to the ongoing ACCC enquiry into the GMiA Code of Conduct, Harvey says assertions in the GMiA application that non-price benefits to pharmacy owners amount to less than 1% of total benefits should be backed up by figures from member firms.

'Failure to disclose this data creates a perception that member companies of GMiA have something to hide,' he said.

He also argues that pooled data

would eliminate commercial in-confidence concerns held by individual companies and would also "enable an independent judgement to be made of the potential impact of such benefits".

Harvey also hit out at GMiA's response to the ACCC that "the relationship between the supplier and the pharmacy does not influence or change the type of generic medicine dispensed and therefore there is little or no impact on the patient", citing the GMiA code which acknowledges that 'marketing of generic medicines typically seeks to change behaviour at the point of dispensing, not at the point of prescribing'.

"If a pharmacist switches patient's generic brands purely as a result of industry promotional activities such as cruises, reward schemes and discounting this is likely to produce unnecessary patient confusion, compliance problems and impaired health outcomes," Harvey said.

Friday PD winner

CONGRATULATIONS to Michelle Jensen from Big Box Chemist, who was the lucky winner of last Friday's PD Designer Brands comp.

WIN THE NEW FRAGRANCE BY ENGLISH BLAZER



Pharmacy Daily has teamed up with English Blazer this week and is giving 8 lucky readers a chance to win BLACK - the new fragrance for men.

English Blazer, the timeless classic fragrance, introduces Blazer BLACK. More revolution, than evolution, Blazer BLACK delivers style with edge for today's urban sophisticate. Self assured and masculine, Blazer BLACK sets a new benchmark for fine fragrance. Edgy, with fresh top notes of Bergamot and Mandarin display spunk and character whilst the Clove and Lavender middle notes reflect a warm and compassionate heart. Cedarwood, Amber, Musk and Vanilla provide base notes indicative of depth, strength and worldliness.

Each prize is valued at \$32.90 and contains BLACK by English Blazer EDT 50ml & 24hr: Anti-Perspirant Deo 150g.

For your chance to win this great prize, simply send through the correct answer to the daily question below:

What are the top notes in the English Blazer BLACK fragrance?

Email your answer to: comp@pharmacydaily.com.au

First 2 correct entries received each day will win!

Hint: Visit: www.keysun.com.au

Congratulations to yesterday's lucky winners: Julie Wyborn from Planet Health and Rebecca Sbeghen from Greenslopes Private Hospital Pharmacy.

AF patients unaware

ACCORDING to a recent Newspoll survey only three in 10 Australians over the age of 65 believe they are at increased risk of atrial fibrillation (AF), despite over 2.4 million people in this age category currently living with a warning sign that increases their risk of AF.

Atrial fibrillation is basically an irregular heartbeat which can greatly increase the risk of stroke (by up to seven times), and the risk of heart failure (by up to three times).

Warning signs of AF include an irregular pulse, high blood pressure, diabetes, heart disease and obesity.

Interestingly, the Newspoll survey also found that whilst estimations conclude that one in five Aussies will develop AF during their lifetime, around half of respondents were unaware of the condition.

The survey's findings are backed up by statistics which show that in the past 10 years hospitalisations for AF have increased by 67% to 47,000, compared to the 10% increase clocked by cardiovascular disease.

As a result of the survey and statistical findings, medical authorities are now encouraging Aussies to simply check their own pulse regularly to monitor whether they are developing an irregular AF, and if so to consult with their GP.

Statin update alert

THE TGA has released a new Medicines Safety Update which includes a warning regarding the use of statins with macrolide antibiotics.

According to the report the combined use of macrolide antibiotics and statins can increase the risk of myopathy and rhabdomyolysis, and it is suggested that if a statin patient is prescribed a macrolide, their prescriber should consider temporarily stopping the statin.

Alternatively, it is suggested that the prescriber should consider choosing a different antibiotic.

The Medicines Safety Update also includes a warning to ensure that correct insertion technique is used with the levonorgestrel-releasing intrauterine system (Mirena) to minimise the risk of uterine perforation.

In addition the report states that the majority of adverse event reports involving rivaroxaban received by the TGA describe thrombotic or haemorrhagic events, consistent with its known safety profile.

Just one click away from
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the breaking news as it
comes to hand...



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.

Kleexex rounds off

Kleexex has released a fashionable new 'Kleenex Tissues Décor' range, which features its traditional 3ply tissues in oval-shaped packaging. The range is available to order now and comes in four package designs tailored to complement the latest style and home furnishing trends.

RRP: \$3.29

Stockist: 1800 028 334



SOS skin solution for the summer party season

Trilogy's Very Gentle Calming Fluid combines the calming plant extracts of chamomile and calendula with moisture rich and nourishing avocado and olive oils to help soothe irritated, red skin. Designed to help restore the skin's moisture balance, the serum is alcohol and fragrance free, and is also said to help reduce redness and puffiness. A fairly light fluid, it can be used on its own as a moisturiser in the summer months, or underneath a regular moisturiser for an added conditioning boost.

RRP: \$43.00

Stockist: 03 9533 1336

Thierry Mugler's Womanity

Thierry Mulger, creator of the hugely popular 'Angel' fragrance, has released a new scent range titled 'Womanity'. Featuring a note of fruity fig, with the subtle scent of caviar and green woody notes of fig wood and leaf, the perfume is described as both sweet and savoury. As an added point of interest, in an industry-first, the fragrance was created using a new molecular distillation method, which allows the Mugler team to extract fragrance ingredients with "utter aromatic fidelity". This process means that they are able to fully reconstruct the aromatic body of any given material, so that there is no difference between the molecular distillation and the substance from which it was extracted.

RRP: \$78.00 (30ml), \$108.00 (50ml), \$148.00 (80ml)

Stockist: 02 9663 4277



Baby boomers multi-correction

Roc's new Multi-Action Anti-Age Moisturiser includes retinol which works to stimulate cell growth and production and also to repair misshapen cells, for an overall improvement in the appearance of wrinkles, dullness and brown spots. The formula also includes the antioxidant Vitamin C to protect skin, and Vitamin E to nourish it, as well as glycerin and shea butter to provide moisture and barrier protection. Traces of silk pearls also leave skin with a subtle radiant sheen.

RRP: \$69.00 (30ml)

Stockist: 1800 774 590

Have a flawless hissyFit

Hissyfit's new Flawless Face Mineral Finishing Powder mattifies skin and creates an environmental barrier to protect from external aggressors. Following hissyfit's ethos of cosmetics that benefit skin, the powder also contains antioxidant rich green tea, pomegranate and Vitamin C. The product is talc free and lightweight, includes a sifter cover to prevent spillage and comes in two shades, nude and beige.

RRP: \$29.95

Stockist: 1800 630 056



DISPENSARY CORNER

ANTI-ageing ice-cream?

US ice confectionery giant Ben and Jerry's have announced plans to release the world's first anti-ageing ice-cream.

According to reports the company is in the process of developing the delicious beauty product in partnership with researchers at Ampere Life Sciences.

The ice cream will contain a bunch of antioxidants as well as nutrients and enzymes believed to slow skin's ageing processes.

But before you get the bowl and spoon waiting, the bad news is that it is estimated the ice-cream will take around five years to develop.

NO to Tardis toilet.

Visitors to Newcastle's Hunter Street Mall may be saddened to know that they will never have the opportunity to experience a Dr Who styled Tardis, in toilet format.

Newcastle councillors rejected the project tender which would have seen the circular 'Tardis style' steel construction with automatic doors installed in the mall, opting instead to funnel the funds into bus shelters and pavers.

GIVING men something to aspire to in Movember!

This year's annual European Beard and Moustache Championships currently being held in Austria, has attracted around 150 competitors from eight countries.

Entrants in each of the 17 categories face days of primping, preening, blow-drying and styling their facial hair within an inch of its life in order to beat fellow competitors across 17 categories including 'Natural Moustache' and 'Verdi' - based on the style coined by 19th century composer Giuseppe Verdi.



Competitors getting ready to compete