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Colgate full page

TODAY'S Pharmacy Daily

includes a full page promoting Colgate's new 'Pro-Argin' technology which provides instant relief for sufferers of sensitive teeth.

The new Colgate Sensitive Pro-Relief toothpaste has also been heavily promoted to consumers via TV commercials - see **page 3**.

Complicated cases

THE Pharmaceutical Society of Australia has released details of yet another of its PAC10 sessions, titled 'Interpreting Evidence for Complicated Cases'.

The advanced clinical session will use a case-based approach to explore the various approaches to evidence based decision making, using the current systems and resources available.

"I plan to take this daunting topic and make the concepts, processes, systems and resources accessible and meaningful for practitioners at the coal-face," said workshop leader, Greg Duncan Senior Health Services Research Fellow in Medicine at Monash University.

"If you don't like statistics, this workshop is for you to help make contemporary research based evidence more accessible," Duncan added.

For more information visit www.pac10.com.au.

Workplace allergies

A HIGH pollen count can severely affect productivity in the workplace, according to a recent survey of 1007 hay fever sufferers.

87% of survey participants claimed that hay fever got in the way of their working day.

Other survey answers revealed that 39% of participants felt that hay fever left them with poorer concentration and motivation levels, 41% said hay fever left them with low energy and feeling lethargic, whilst 67% said hay fever made them irritated.

18% of hay fever sufferers also said they had taken days off work because of the condition and 46% admitted to losing sleep whilst dealing with the symptoms.

"The survey has provided surprisingly high results in showing how many people's daily routines are affected when suffering from hay fever," said Amcal's Andrew Robinson.

EU, FDA act on Avandia

YESTERDAY The European Medicines Agency's Committee on Medical Products for Human Use withdrew its support for the second-line diabetes drug Avandia (rosiglitazone), saying its benefits no longer outweighed its risks.

Prior to its recommendation that the EU suspend its marketing approval for Avandia, the Committee looked at new clinical trials and observational studies as well as meta-analyses of existing studies into rosiglitazone's risk vs reward profile and found that overall rosiglitazone "significantly increased users risk of cardiovascular events and stroke".

According to the European Medicines Agency, when it first approved rosiglitazone there was an awareness that the drug could cause fluid retention and had the potential to increase the risk of heart failure, and as such it had always kept the medication under "close review".

Prior to its full suspension, rosiglitazone had recently been restricted in patients with ischaemic heart disease after studies data showed that it increased the risk of heart disease.

In announcing its decision to suspend the drug fully, the Committee said it could not find any additional measures that would reduce the drug's cardiovascular risk, and therefore its risk profile was too great.

As a result of the recommendation, Avandia as well as two other rosiglitazone containing anti-diabetics medications, Avandamet and Avaglim, will cease to be available in Europe within the next few months.

The suspension will remain in place unless the drug's manufacturer GlaxoSmithKline can provide "convincing data" that identifies a group of patients "in whom the benefits of the medicines outweigh their risks".

Patients currently using the suspended drugs are now being advised to seek an alternative therapy from their doctor, whilst European GPs are being told to review the treatment of patients currently taking the rosiglitazone medications.

MEANWHILE across the Atlantic the US Food and Drug

Administration also announced yesterday that it will significantly restrict the use of Avandia to patients with Type 2 diabetes who cannot control their diabetes on other medications - but has not completely withdrawn the drug.

Again, the Agency's decision comes after consideration of new data which suggested an elevated risk of cardiovascular events in patients treated with Avandia.

"The FDA is taking this action today to protect patients, after a careful effort to weigh benefits and risks," said FDA Commissioner Margaret Hamburg.

"We are seeking to strike the right balance to support clinical care," she added.

The decision now means that GSK must develop a restricted access program for Avandia under a "risk evaluation and mitigation strategy" whereby the drug will only be available to new patients if they do not receive adequate glucose control on other medications and are unable to take Actos (pioglitazone).

Under the new scheme US patients currently taking Avandia will be able to continue using the drug if they choose too.

In addition to its new restrictions, the FDA also yesterday ordered GSK to convene an independent group of scientists to review key aspects of its own Review study which looked into the cardiovascular safety of Avandia compared to standard diabetes drug, and has also halted GSK's current TIDE trial which was comparing Avandia against Actos and other standard diabetes medications.

FURTHERMORE GSK has this morning released a statement to the Australian industry, saying that based on the totality of the data available it believes that Avandia is "an important treatment option for patients with type 2 diabetes".

Although the TGA has not as yet, issued any suspensions or restrictions against the drug, GSK has been quick to reassure patients and GPs, saying that none of the 15,000 patients currently on the drug in Australia should suddenly stop taking it, and should they have any concerns to consult their general practitioner.

PD phone problems

OVER the past two days *Pharmacy Daily* has been experiencing some issues with our 1300 799 220 phone number, and we apologise for any inconvenience this may have caused.

The issue is being addressed, however in the meantime we can be contacted by phone on 02 8007 6760 or via email on info@pharmacydaily.com.au.

World Pharmacists Day

THE Pharmacy Guild of Australia is reminding the industry that tomorrow is the first-ever World Pharmacists Day.

An initiative of the international pharmacy body, the Federation International Pharmaceutical (FIP) the theme for the day is 'Safety first with medicines, ask your pharmacist'.

"In a recent survey conducted by FIP and Pfizer, it was revealed that, on average, 120 patients visit a community pharmacy each day," said Guild National President Kos Sclavos.

"The advice and service at your local community pharmacy is the rarest of rarities - a professional service provided free of charge, almost always without the need for an appointment or long wait."

The FIP survey reveals that one out of six patients asking for advice will do so without buying a product.

"Millions of Australians benefit from asking their pharmacists for advice on medicines and health in general," he added.

In highlighting the importance of pharmacists the Guild also cited 2009 figures which found that of the 190,000 medication-related hospital admissions, up to 69% of them could have been avoided by better medication management.

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

CPD Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

05 Oct: Monash University, Pharmacy Postgraduate coursework information evening, 6-7.30pm - 03 9903 9635

06 Oct: PSA SA Improving Outcomes in Heart Failure lecture, 8-9.30pm - 08 8272 1211

21-22 Oct: IIR's Primary Health Care Reform Summit, Hilton on the Park Melbourne - details www.iir.com.au/primary.

28-31 Oct: PSA's Pharmacy Australia Congress in Melbourne - details www.pac10.com.au.

New pill for Aussie women

AUSTRALIAN women, for the first time ever, now have access to a 'natural pill' Qlaira (oestradiol valerate and dienogest).

Launched fifty years after the release of the pill, and to coincide with World Contraception Day (26 Sep), Qlaira is different to all the pills currently on the Australian market because it contains the hormone oestradiol valerate, which when metabolised converts to oestradiol, which is the same as the natural oestrogen produced by the ovaries.

"The holy grail [with oral contraceptives] is to get a more natural hormone level," leading sexual health expert Dr Christine Read told *PD*.

"Theoretically there is a belief that a more natural pill means fewer side effects," she added.

According to Read, many years of



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DISPENSARY CORNER

DA Vinci's aircraft finally flies.

Designed a mere 500 or so years ago, well before the Wright Bros took to the skies, Da Vinci's "bat-shaped" aeroplane has taken to the skies.

Canadian engineering students from the University of Toronto used the master's design sketches to create what they affectionately named 'The Snowbird' - an engineless aircraft.

Powered solely by the pilot's arms and legs, The Snowbird stays in the air by flapping its wings.

According to the students, they managed to keep the bird sustaining both speed and altitude for 19.3 seconds during a recent test flight, an event which was watched by an official of the Federation Aeronautique Internationale.

Whilst there have been other claims to having created the bat-like plane, none except this one have been verified.

"We believe we are the first, because we know what it took to do it," said chief structural engineer Cameron Robertson.

Weighing just 42kg the plane has a massive wingspan of 32 metres and took a car tow to help it take off.

POST-op jail time.

A German surgeon has been handed down a suspended sentence for his role in a punch up whilst operating on a patient.

The ear, nose and throat surgeon 'Hakan', whose name was not fully revealed, reportedly flew off the handle at an anaesthetist 'Thomas', whilst operating on a patient's nasal cartilage.

During the altercation Hakan punched Thomas until he fell over, then proceeded to kick him.

A nurse present and aiding in the operation who tried to separate Hakan from Thomas was also given a verbal serve from Hakan, followed swiftly with an elbow to the chest.

As an excuse for his actions Hakan said he was tired from having already performed five operations that day.

IT'S NEVER TOO EARLY TO THINK ZINKE

Every day this week, *Pharmacy Daily* is giving 2 lucky readers the chance to win a Key Sun Zinke Pack, courtesy of Key Sun.

Each pack is valued at \$26.93 and contains 3 products for babies and toddlers: Clear Zinke Roll on, Stick & Lotion.



The NEW Clear Zinke for Babies and Toddlers by Key Sun is:

- ✓ Dermatologically tested
- ✓ Fragrance free
- ✓ Non irritating, gentle formula
- ✓ Suitable for sensitive skin
- ✓ 4 hours water resistance
- ✓ Broad Spectrum UVA & UVB protection
- ✓ Very high sun protection SPF 30+
- ✓ Formulated by Australians, specifically for the Australian sun

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

KeySun Zinke Babies & Toddlers makes application easier for wriggling littlies and comes in what 3 applications?

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

First 2 correct entries received will win!

Hint: Visit: www.keysun.com.au

Congratulations to yesterday's lucky winner: **Felicia Woong** from **Priceline Pharmacy Burwood**. The correct answer was: four.

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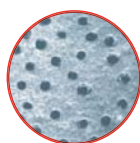


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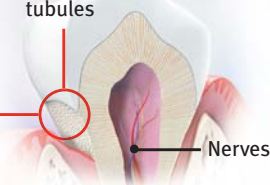
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Where does sensitive tooth pain come from?
Open tubules are the pathway to sensitive pain.

In vitro microscope images (CLSM)
of untreated dentine surface with
exposed tubules.

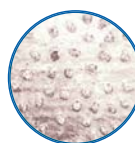


Exposed dentine
tubules



Nerves

How does Colgate® Sensitive Pro-Relief™ work?
Blocked tubules protect against pain from sensitivity.



In vitro microscope images (CLSM)
showing occlusion of dentine tubules
with Colgate® Sensitive Pro-Relief™.

*** WHEN DIRECTLY APPLIED WITH FINGERTIP FOR ONE MINUTE. BRUSH TWICE DAILY.**

Always read the label. Use only as directed. See your dentist if symptoms persist.