



PHARMACY ALLIANCE
Freedom to choose

Over **380** member pharmacies Australia-wide.

Support from Trilogly

PHARMACY skincare favourite, Trilogly, has launched a new campaign to raise funds for the Borneo Orangutan Survival Foundation.

Trilogly will donate \$1 for every person who visits its site and pledges their support for Trilogly's ongoing orangutan campaign. See www.triloglyproducts.com.

WIN A MILKY FOOT PACK

Have you tried the easiest way to exfoliate your feet yet?



Each day this week PD is giving readers the chance to win a pack of **Milky Foot** - Australia's easiest way to exfoliate your

feet - no effort required!

Milky Foot is available in regular and large sizes at \$29.95. This innovative product from Japan is truly the easiest way to rid yourself of hardened, dead and tough skin including tough heels and calluses.

To win, simply be the first person send your answer to the following question to:

comp@pharmacydaily.com.au

How long should you leave Milky Foot on?

Visit www.milkyfoot.com.au

Congratulations to yesterday's lucky winner: **Maree Facey** from **Pharmore Pharmacies, VIC.**

Nurofen says: don't panic

AUSTRALIAN consumers and healthcare professionals are being reassured over the safety of Nurofen Plus, with manufacturer Reckitt Benckiser saying the tampering incident (PD yesterday) is limited to the UK only.

"There is no reason to believe that [Nurofen Plus products] in Australia or New Zealand are affected," the company said.

The UK warning came last week, after reports that "rogue blister strips" containing other medications were found in some batches of the analgesic.

Police investigations are currently underway to determine whether the mixed medications are the work of a saboteur.

"We are taking this matter extremely seriously and we are working to investigate fully," said Dr Phil Berry, Global Medical Director

for Nurofen Plus.

Australians and Kiwis however should not be concerned about packet tampering, as according to Reckitt Benckiser, all Nurofen adult pain medications have a tamper-evident safety seal.

"We have no reason to believe Nurofen Plus in any other country is affected," Berry said.

As a precautionary measure, the company does advise that consumers always check the safety seal to make sure it is intact before purchase, and users should also check the product name on the blister packs before consuming.

Pradaxa risk reduction

A NEW study has found that Pradaxa (dabigatran etexilate, 150mg bd) had a greater effect in reducing the risk of stroke, over warfarin, in patients with non-valvular atrial fibrillation taking antiplatelet or other concomitant therapies.

Presented at the European Society of Cardiology Congress, the RE-LY trial post-hoc sub-group analyses found that dabigatran 150mg bd consistently reduced the risk of stroke in non-valvular atrial fibrillation compared to well-controlled warfarin [target INR 2-3], irrespective of whether patients used antiplatelet or other concomitant therapies.

Researchers also said that the benefits of dabigatran over well-controlled warfarin were consistent across patients using concomitant treatments.

Erbix onto PBS

TOMORROW will see the entry of thirteen new treatments on to the Pharmaceutical Benefits Scheme, including Erbix (cetuximab) which is being listed for the treatment of patients with advanced bowel cancer who carry the "KRAS wild type gene" and have not responded to first line chemotherapy.

The KRAS test, which determines if patients are suitable for the drug, is not yet funded by the govt but is being paid for by Merck Serono.

The listing of Erbix will make it available to an estimated 2000 Australians, with the previous cost about \$2000 per week.

New Australian CMO

PROFESSOR Chris Baggoley has been appointed by Health Minister Nicola Roxon as Australia's new Chief Medical Officer, effective immediately.

Baggoley has been acting in the position since April this year.

Last chance for a shot

PHARMACISTS have three weeks to lodge their application for GlaxoSmithKline's Adult Immunisation Grant (PD 04 July), after the company extended the deadline by a week.

The grants are designed to support adult immunisation by improving immunisation awareness, access and implementation.

A total of four GSK grants will be awarded in the 2011 program, each worth \$20,000.

GSK is encouraging healthcare professionals, including pharmacists, to submit their applications asap, if they haven't already done so.

Proposals that will be considered will revolve around projects that meet one or more of the following criteria: improving awareness/education of the benefits of immunisation, improving immunisation practice and/or management; and improving access to immunisation in a specific disease area or patient population.

Each application will be judged by an independent panel of experts in immunisation and practicing GPs.

Entries now close on 19 September; to view case studies from former winners **CLICK HERE**, or to submit a grant application **CLICK HERE**.

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» success «

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Just one click away from keeping up to date with all 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.

Get the scope on the best time to conceive



The new and improved **OvuPlan Scope** helps women to find out the time of the month in which they are most fertile and likely to get pregnant. The device is a re-usable mini-microscope that detects the increase in oestrogen which occurs three to four days prior to ovulation. The test is particularly good for women with irregular periods, as it allows them to monitor their oestrogen surge without needing to calculate the length of their cycle (as needed with urine tests). Results are available within 15-20 minutes.

RRP: \$44.95

Stockist: 1800 653 373

New Infant goat's milk formula

Childrens organic food specialist, Holle, has produced an instant formula for children, **Organic Infant Goat Milk Formula**, which has been created by using biodynamic farming practices. The product is suitable for use when breast feeding is not possible and it provides a nutrient complete organic replacement, which is easy to digest, and according to the company, closely resembles the protein found in breast milk. An added bonus of the formula is that it is suitable for children who cannot have cows milk, as it is made with goats milk and is 100% cows milk free. It is also claimed to assist in the reduction of asthma and eczema in babies.

RRP: \$32.90 (400g)

Stockist: (03) 9357 7161.



A trilogy of age proofing qualities



Trilogy has created the ultimate product for Australians looking for a natural way to fight the signs of skin ageing. Titled **AGE PROOF Triple Action Line Smoother**, the serum's key ingredient is a plant derived amino acid, hydroxyproline, which helps to age proof skin, targeting both deep and fine lines in three ways. Firstly hydroxyproline stimulates the contraction of collagen fibres, secondly it protects elastin molecules, and lastly it protects skin against free radical damage. Other naturally age-defying ingredients include hyaluronic acid to plump and hydrate skin, as well as avocado, evening primrose and olive oils which are rich in the essential fatty acids omegas 3 and 6 to hydrate skin and help restore its elasticity. According to Trilogy users of AGE PROOF can expect to see stronger, rejuvenated skin with smoother wrinkles in just 28 days.

RRP: \$44.95 (30ml)

Stockist: (03) 9533 1336.

Take the weight out of haircare

Schwarzkopf has launched the first oil treatment specifically targeted at fine hair types. **The BC Oil Miracle Light Finishing Treatment** contains Marula Oil, which infuses hair with high levels of Vitamin C, oleic acids and anti-oxidants to smooth cuticles and the hair surface. Importantly, although it is an oil, the product does not weigh even the finest hair-types down. Basically the product is composed of both a carrier oil and the Marula Oil. This composition allows the carrier oil to evenly distribute Marula oil for absorption, before it evaporates. Following application hair is left shiny and soft, and protected against frizz.

RRP: \$39.95 (100ml)

Stockist: 1800 251 887



DISPENSARY CORNER

FALSIFYING evidence.

Two unfortunate security guards have found themselves without a job, after they mistakenly installed an electronic tracking tag onto an offenders false leg.

The criminal was then able to breach his court imposed curfews and movement limitations by taking his leg off and leaving it at home before escaping outside.

The mistake was only picked up after the offender was apprehended by police for driving a vehicle whilst banned from the road.

Speaking out after the incident came to light, a security firm spokesperson said "Given the critical nature of this service we have very strict procedures in place which all of our staff must follow".

"In this individual's case two employees failed to adhere to the correct procedures," the embarrassed spokesperson added.

A TASTY treat to send your sodium levels soaring.

What could possibly be better than salty nuts to harden up arteries?

How about combining salted nuts with salted meat for a match made in heaven - SPAM flavoured macadamia nuts.

Where can you get this delicious TV snack **PD** hears you cry? Well where else but the land of cheese in a can, pretzel flavoured M&Ms and coffee flavoured Coca-Cola - the United States of America.

Spotted by a **PD** team member on holiday in Honolulu yesterday at the Hilo Hattie Hawaiiana outlet, the SPAM flavoured Macadamia nuts are pictured below for your enjoyment.

