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Oncotaxel listed

ACTAVIS Australia has had its docetaxel product listed on the PBS this month, under the brand name Oncotaxel.

PBS listed strengths include 20mg/1ml, 80mg/4ml concentrated injection vials, as well as the unique to Actavis 140mg/7ml strength.

SensaSlim administration

THE company which has been promoting the controversial SensaSlim weight loss product has been formally placed into administration.

Trajan Kukulovski from insolvency and forensic accounting practice Jirsch Sutherland was appointed by the company last Thu 30 Jun, with the move following the suspension of SensaSlim's bank accounts by the ACCC over claims of false and misleading conduct.

The company's lawyers have also not proceeded with action against Melbourne-based Dr Ken Harvey, who was being sued for defamation over a complaint he submitted about advertising of the product.

Harvey told **PD** this morning he would now apply to have the case finally struck out at the next sitting of the defamation list judge which is scheduled for 11 Jul.

However he believes it's unlikely that any money from the liquidator will be available to pay any costs awarded as a result.

"Regardless, the case has highlighted some fundamental flaws in Australian regulation concerning complementary

medicines and the promotion of therapeutic goods," Harvey said.

This morning he renewed his queries to the TGA over SensaSlim, which continues to be promoted in a number of online arenas.

The website at www.spraylosschallenge.com.au is still claiming that SensaSlim is 'Approved for use by the Department of Health and Ageing,' while a number of retail pharmacy websites are also continuing to carry unfounded SensaSlim claims about its research backing.

"The fact that regulators appear unable to halt promotion of therapeutic goods that clearly breach the Therapeutic Goods Advertising Code 2007, the Therapeutic Goods Act 1989 and the Competition and Consumer Act 2010 is a grave indictment on the current system and those responsible," Harvey added.

Xarelto approval

THE US Food and Drug Administration has approved Bayer's Xarelto (rivaroxaban tablets) for the prophylaxis of deep vein thrombosis which may lead to a pulmonary embolism in patients undergoing knee or hip replacement surgery.

Xarelto is the only new oral anticoagulant with US approval in this indication.

It's approved for use at a 10mg dose with one tablet per day for 35 days following hip replacement, or 12 days following knee replacement surgery.

Hiccup bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of the management of intractable hiccups.

Possible treatments include various physical measures as well as pharmacological therapy - for details download the bulletin at auspharmist.net.au/ebulletin.php.

TGA fee update

THE Therapeutic Goods Administration has today published the details of its fees and charges for 2011-12 at www.tga.gov.au.

For new prescription medication chemical entities the application fee is now \$39,800 with an evaluation fee of \$159,200.

WIN A VITAMIN C SERUM



U Little Beauty has had a make-over! They are proud to announce that not only have all of their products had a

complete package redesign, but have also brought on Australia's favourite girl next door Toni Pearen as the face of the brand.

To promote the new packaging, U Little Beauty is giving away a Vitamin C Serum to 10 lucky **PD** readers.

To win, simply be the first person to send in the correct answer to the daily question below to:

comp@pharmacydaily.com.au

In what country are U Little Beauty products made?

Hint! Visit www.ulittlebeauty.com.au

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Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is **Phytos Exa**, General Manager of **PharmaSave Australia** Pty Ltd.

PharmaSave's pharmacy offering

In my many years working in the pharmaceutical industry there has never been a time when there has been so much change occurring in our dispensary. I am of course referring to the amount of products coming off patent and due to price disclosure the number of products coming down in price.

The opportunity is there for everyone to make sure they maximize their profitability by ensuring they substitute where ever possible and be aware of price reductions to minimize losses due to inventory overstocks.

PharmaSave in conjunction with our preferred generic supplier Ascent Pharmaceuticals, will develop your individual substitution plan, train your staff, retain your customers and continue to monitor your results.

In 2012 we have more than 1 billion dollars worth of products coming off patent so there will never be a more important time to make the right choice of business partner.

PharmaSave can make sure you achieve your pharmacy's full potential and maintain your pharmacy's profitability today and in the future.



Remicade, Simponi move

AN agreement between Merck & Co and Johnson & Johnson will see the distribution rights of monoclonal antibodies Remicade (infliximab) and Simponi (golimumab) transition from Schering-Plough Pty Ltd to Janssen-

Guild Pfizer survey

THE Pharmacy Guild says it didn't have a specific request from the govt to undertake its patient survey into satisfaction with the Pfizer direct supply arrangements (PD Fri).

Guild Executive Director Wendy Phillips said the decision to undertake the survey was agreed to by National Council when it met last week.

She said the Guild was however "aware that the Government would be interested to know if there were concerns from patients with regard to reduced access to medicines as a result of Pfizer's changed supply arrangements".

Immunisation grants

GLAXOSMITHKLINE has this morning launched an immunisation grants program aiming to improve adult health in local Australian communities.

It's the fourth time that GSK has run the program, which offers successful applicants \$20,000 to support "innovative immunisation programs in their local community".

Health professionals interested in the area can submit grant proposals from today until 12 Sep - more info gsk.com.au/adultimmunisationgrants

Cilag Pty Ltd effective immediately.

Both companies have worked to ensure a seamless transition for patients, with the move following the completion of a court case initiated by J&J in May 2009 after the announcement of the proposed merger between Merck and S-P.

The companies say that while the transition of marketing distribution rights has now occurred, there will be an overlap period where stock will still be in the marketplace in MSD packaging.

Patient support programs associated with the products will continue under Janssen.

New Wet Ones

HAND and face wipe brand Wet Ones will relaunch next month with new look packaging and a revamped product range.

Five new and improved products will be on offer, in three variants: Wet Ones Be Fresh; Wet Ones Grubby Fingers; and Wet Ones Be Gentle, with the range redesigned to make it easier to carry.

Improvements include the introduction of Spunlace to the fabric to make it softer and more durable, while all Wet Ones are now anti-bacterial, alcohol and paraben free and incorporate a new signature Wet Ones fragrance.

A major promotional campaign will be undertaken for the new Wet Ones, including using the Brand Power TV platform, along with a new website and in-store activities. More info 1800 810 310.

DISPENSARY CORNER

THERE'S been a major step forward for women in the USA today - a national hot dog eating championship now has separate categories for men and women.

In the annual Fourth of July race competitors race to eat as many hot dogs as they can in ten minutes, but until now women and men have had to compete directly.

"Serena Williams didn't have to beat Roger Federer to win the Wimbledon title," explained master of ceremonies George Shea at the event's launch in New York over the weekend.

The face-stuffing festival attracts major attention from around the world, with the event set to be televised live on the ESPN network, while a number of Chinese contenders have reportedly flown in from Beijing to take part.

The world record for women was set by Sonya Thomas in 2009 who managed to gorge herself with 41 hot dogs in 10 minutes.

But that was no match for world champion Joey "Jaws" Chestnut, whose record is 54 hot dogs.

A special pink champion's belt is on offer for the new women's event, which is sponsored by indigestion medicine maker Pepto-Bismo.

HOW about this for a pithy contribution to the carbon tax debate?

A TV host in China has started riding his bicycle around Guangdong in the nude (below).

"I want to promote environmental protection and low-carbon

life via an extreme but also an effective way, which is the nude body language," explained Ou Zhihang.



Pharmaceutical Society of Australia

Annual Medicines Update

This program is being delivered in short course and full day format:

Short Course – Sydney CBD

15 June – Diabetes and Cardiovascular
22 June – Respiratory and Mental Health
23 June – Pain and Neurology

Full Day Program – Parramatta CBD

18 August 2011

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