

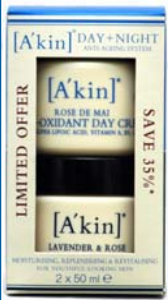
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### WIN an [A'kin] Day & Night Duo



**Pharmacy Daily** has teamed up with [A'kin] this week and is giving five lucky readers the chance to win the [A'kin] Day & Night duo valued at \$79.90.

Experience skin radiance with the [A'kin] Day & Night duo which includes the [A'kin] Rose De Mai, Anti-Oxidant Day Creme and [A'kin] Lavender & Rose, Repairing Anti-Oxidant Night Creme. For your chance to win this great prize, simply be the first person to send through the correct answer to the daily question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Where can you purchase the [A'kin] skincare range?

Hint! Visit [www.purist.com](http://www.purist.com)

## New oral contraceptive risks

**ORAL** contraceptive pills containing the progestogen drospirenone pose a greater risk of venous thromboembolism (VTE) to women, than oral contraceptives containing the progestogen levonorgestrel, according to two recent studies.

The new studies, which compared the VTE risk in women taking oral contraceptives containing drospirenone to ones containing levonorgestrel, found that drospirenone pills have a two- to three-fold increase in their VTE risk profile compared to their levonorgestrel counterparts.

As a result of the findings, the Therapeutic Goods Administration undertook a review of the VTE risks associated with the oral contraceptive pills registered for use in Australia that contain drospirenone, Bayer's Yaz and Yasmin.

In considering the evidence, the TGA found that the two new studies had a "number of limitations, including a lack of information on confounding factors".

As such, the agency concluded that whilst all oral contraceptives pose a small risk of VTE, it had no

plans to remove or restrict the sale of Yaz or Yasmin.

The TGA also said that it is working with Bayer to amend the product information for Yaz and Yasmin to incorporate the new evidence, and that it would continue to closely monitor and assess all new information and take whatever regulatory action is required to protect the safety of consumers.

**MEANWHILE** the Head of Regulatory Affairs at Bayer Australia and New Zealand, Elizabeth Thompson, said the company fully supports the review of the data by the TGA, "as patient safety is an absolute priority for the pharmaceutical company".

"A large body of evidence shows the overall risk of venous thromboembolism due to drospirenone-containing oral contraceptives remains unchanged," she said.

"Bayer is working with the TGA to implement minor amendments to the product information for drospirenone-containing oral contraceptives.

"Our priority is the safety of patients and the quality use of medicine," she added.

### New Blackmores site

**BLACKMORES** has unveiled its new-look Professional website, which gives Australian healthcare practitioners access to information about mineral therapy, Blackmores Professional products and their clinical applications.

The new site also features webcasts of seminars and workshops, as well as the latest Blackmores news and research, and blogs written specifically for healthcare professionals.

Other features of the site include an ordering and pricing link, as well as links to online communities - see [professional.blackmores.com.au/](http://professional.blackmores.com.au/).

### Sukin finalist for POTY

**AUSTRALIAN** natural skincare company, Sukin, has been named as a finalist in New Zealand's Product of the Year Awards.

The news follows on from a report which featured on last week's *A Current Affair* TV program, which named the company's facial moisturiser as the number one best selling mosituriser under \$10 at Priceline.

*A Current Affair's* testing panel also judged the mosituriser as their favourite over other products sold in Coles and Woolworths.

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### Weekly Comment

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

This week's contributor is

**Frances Palmer,**

MerchandiseManager of

**PharmaSave Australia Pty Ltd.**

### Merchandise

In order to begin the process of buying for your retail pharmacy, we must have a marketing plan established that gives the direction for what kind of customer we want to attract and service.

With these basic parameters established the next most important guideline that needs to be set is the dollar value of stock that we need to carry in the store.

Next, break down the sales by category starting with the essential schedule medicines working through to the minor categories.

Overlay the best sellers in the categories and then we are ready to start.

Bannered stores generally will have the marketing approach for your store, it is then up to you to implement the guidelines and supplier deals, to enable the compliance of product ranging and consumer expectation to be met.

Sounds simple enough but the challenge is to communicate and execute these plans and then have a continued review process that measures the outcomes.

Your point of sale system is your best friend providing you historical information on sales and trends that when interpreted correctly will provide the edge for your business to really focus on your customers requirements and potential.

Happy retailing!



## Rural pharmacy scholarships

**FORTY** one pharmacy students from across the nation have been named as recipients of Rural and Remote Scholarships.

The Rural and Remote Pharmacy Scholarship Scheme 2011 (funded by the Department of Health and Ageing, and managed by the Pharmacy Guild of Australia), provides rural and remote living students with \$10,000 per year for up to four years of study (up to \$40,000 during their time at university).

The funds are designed to cover the costs associated with rural and

remote living students who move away from home to study.

"The Rural Pharmacy Scholarships provide financial support to students from rural and remote communities, to encourage and enable them to undertake undergraduate or graduate studies in pharmacy at university," said National President of the Pharmacy Guild of Australia, Kos Sclavos.

The funding is backed up by a mentoring scheme which provides the students with support outside of the university environment, and helps them to develop a "learning plan".

"It's an important tool for supporting students who have come from rural and remote areas and are studying away from their family support base," Sclavos said.

In return for their scholarship support, the 41 recipients are encouraged to pursue a career in pharmacy in a rural or remote area of Australia after graduation, and to promote rural pharmacy as a career choice to secondary school students.

### Multaq trial halted

**SANOFI**-Aventis has called a halt to a new clinical trial of its heart drug Multaq (dronedarone), after an independent safety monitor reported a "significant increase in cardiovascular events" in the trial group taking the drug.

The company had hoped the trial would lead to an expansion of the drug's approval to treat patients with permanent atrial fibrillation (AF).

Multaq is approved in the EU and US for the treatment of non-permanent AF.

"We are notifying regulatory authorities in all countries where the product is approved or under review on this matter," said Sanofi's CMO Jean-Pierre Lehner.

"We remain committed to Multaq as an essential treatment option for non-permanent AF patients," he added.

### EMA side effects release

**THE** European Medicines Agency has released details of its plans to allow public access to information on drug side effects, which will include a monthly report summarising the information held in EudraVigilance for all medicines authorised centrally via the Agency by the end of this year.



### DISPENSARY CORNER

**HOSPICE** to gain from sovereign discovery.

The owner of a property upon which the discovery of 300 solid gold sovereigns were found two months ago has told media that he will only share the story of the stash if an outlet donates \$10,000 to a local hospice.

The gold sovereigns, which are dated between 1817 and 1900, were found by construction workers, under a concrete slab at the site of the old Freemasons Hotel in Albany.

The owner of the site, Paul Lionetti, has since been declared the legal owner of the stash, and has vowed not to speak to the press unless they donate.

"They give millions away to the Paris Hiltons' and the girl with the football and all that sort of stuff and all I wanted is 10 grand for the hospice for Albany and I'd give them the whole story," Lionetti said.

**THE** dangers of speeding...

A horse from Meppen in the province of Lower Saxony, Germany, has been busted bolting for freedom by a speed and red-light camera, after escaping from its owner's paddock.

The pony was galloping at full tilt for many kilometres before bystanders were able to stop it and lead it safely home.

In defense of the horse, the camera only snapped its escapades because a nearby car was speeding.

According to reports, the driver of the offending vehicle has since petitioned local authorities to withdraw the speeding fine, due to the fact that he was speeding in an attempt to avoid the wayward horse.



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