

### Pharmacists best placed

**PHARMACISTS** are ideally placed to help men take action on bowel cancer, according to Bowel Cancer Australia.

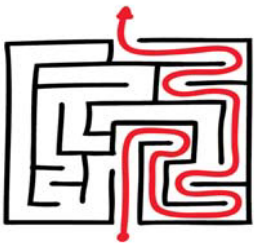
The comments come in the lead up to Blue September month, which aims to increase awareness of cancers affecting men, in particular bowel cancer.

"Our key message is to get screened and the easiest way for most men to do that is through pharmacy with BowelScreen Australia," said Julien Wiggins, CEO, Bowel Cancer Australia.

A recent analysis of the AIHW Cancer Database showed rates of bowel cancer increasing faster in men than in women.

To support Blue September, Quilton is releasing a pharmacy only, toilet paper, of which \$2 from every sale will be donated to the charity.

### Pharmacy layouts must work for Peak Period!



- Is every part of your store being trafficked?
- How strong and relevant are your current categories?
- Do they clearly support your health position, or... do they project a mixed business with a dispensary at the back?

Join Hilary Kahn for a one hour action packed online seminar that can immediately make a difference to your pharmacy.

**2nd August 2011**

2 x 55min Sessions:  
11:00am & 4.00pm (AEST)

[CLICK HERE](#) to register

## So long to Aussie smoking

**AUSTRALIANS** are smoking at record low levels, according to Australian Institute of Health and Welfare statistics.

According to the figures the nation's daily smoking rates are down to a record low of 15.1%, a figure which the Government hopes will continue to plummet with the harsher soon-to-be-enacted anti-smoking laws.

According to the Acting Minister for Health and Ageing, Mark Butler, the new Plain Packaging legislation will be the world's toughest anti-tobacco laws, restricting logos, brand imagery, colours and promotional text on packs.

"There are no two ways about it, smoking kills so I'm pleased people are heeding this message and butting out," said Butler.

Other encouraging figures outlined in the AIHW report include the fact that largest falls in daily smoking were

### Henfrey CHC president

**BLACKMORES'** Director of Strategic Sourcing, Richard Henfrey, has been appointed as the new President of the Complementary Healthcare Council of Australia (CHC).

Henfrey has been with Blackmores since 2009 and has been closely involved with the work of the CHC, being appointed to the Board two years, and earlier in the year being elected to the role of Chairman of the newly created CHC Board Trade Committee.

"We are delighted to welcome Richard into his role as President of the CHC," said The Complementary Healthcare Council of Australia Executive Director Dr Wendy Morrow.

"His breadth of experience in regulated industries worldwide will be invaluable to the role and his skills in driving growth and business optimisation initiatives will bring support and strength to the Complementary Medicines Industry," she added.

among people in their early twenties to mid-forties.

**MEANWHILE** a recent study by the University of Sydney has given Aussies even more incentive to quit, with the finding that exposure to cigarette smoke fundamentally alters airway tissue from people with chronic obstructive pulmonary disease (COPD), and that the damage lasts long after a smoker quits.

"We have demonstrated for the first time that the extracellular matrix (ECM) produced by fibroblasts following stimulation with cigarette smoke extract is functionally different than non-exposed ECM, and that the cigarette smoke itself may prime the airways in such a way to create an environment whereby airway remodeling is encouraged," the researchers said.

"We have known for a long time that development of fibrosis is irreversible in people with COPD.

"Our findings suggest that cigarette smoking alters the lung composition in such a way that fibrosis becomes self-perpetuating," they added.

### Real time dashboard

**SA Health** has launched its Inpatient Dashboard, which features real time information about the number of patients being treated in South Australia's metropolitan hospitals - [sahealth.sa.gov.au](http://sahealth.sa.gov.au).

### PharmIT liquidated

**PHARMACY** specialist computer supplier PharmIT Pty Ltd has been placed into liquidation, with unsecured creditors owed more than \$500,000 by the firm.

Liquidator Peter McCluskey was appointed on 23 June, and made the decision to cease trading effective from that date.

A meeting of the creditors will be held on 10th August at the offices of Ferrier Hodgson in Bourke Street, Melbourne.

The trading name "Pharm IT", domain name and 1300 telephone numbers have been sold for \$6,600 to another company named PBS Services Pty Ltd, which McCluskey said was planning to trade under the Pharm IT name.

### EMA on resistance

**THE** European Medicines Agency has published a new 2011-15 strategy for combating antimicrobial resistance, which encourages an increased level of innovation on treatment alternatives for infectious diseases.

It recommends that authorised antimicrobials have product information recommending the products to be used in a responsible way and that pivotal clinical trials should be conducted according to "responsible use principles".

The EMA also said that whilst off-label usage can be helpful in some circumstances, such use may constitute a non-assessed risk to public health.

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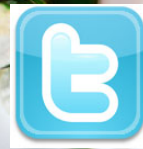
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### Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

**MERCURE** Kooindah Waters Resort on the NSW Central Coast is offering Stay and Play packages priced from \$300 per night including accommodation in a studio room, wine and a fruit platter plus two rounds of golf with cart hire.

The special off is valid until 31 October; see [www.accorhotels.com](http://www.accorhotels.com).

**TEMPO** Holidays has released three-, eight- and 13- day tours for ANZAC Day 2012 that combine the Dawn Service into the itinerary.

Departing on 24 April the three day itinerary includes services at the Lone Pine Australian Memorial and Chunuk-Bair New Zealand Memorial, priced from \$381ppts.

Packages are available now and contain English-speaking local guides, accommodation and some meals and transport.

More at [www.tempoholidays.com](http://www.tempoholidays.com).

**RAIL** Plus has unveiled its first ever cruise-rail packages which include a cruise onboard Holland America Line's *ms Zuiderdam* as well as a journey onboard the Rocky Mountaineer, priced from \$3106ppts in RedLeaf Service on the 11 night 'Classic First Passage to the West'.

Other deals departing from Vancouver include the 16 night Western Explorer with Cruise (to Calgary); 11 night Classic First Passage to the West (to Banff) and the 12 night Classic Journey through the Clouds (ending in Jasper) - see your travel agent.

### CRUISE

WEEKLY

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## Ascent helps with saving

**ASCENT** Pharmaceuticals says a new exclusive distribution agreement with GlaxoSmithKline will help pharmacists boost margins in the current tough economic environment.

The deal will see Ascent promote and distribute sixteen of GSK's classic brands via the Ascent PharmAnnuity program and the CHS distribution network.

The brands covered by the new pact include Ventolin, Lamictal and Augmentin, and have a total estimated PBS value of \$95 million.

Ascent already has PharmAnnuity distribution agreements in place with MSD and Pfizer, and these, together with its latest deal are claimed to help pharmacists "offset some of the losses caused by PBS reform".

"In the past 12 months alone we have delivered over \$3 million worth of savings on

brands back to pharmacy, through the PharmAnnuity program," said General Manager Sales for Ascent Pharmaceuticals, Andrew Heine.

"We look forward to offering pharmacists the opportunity to increase their profits even further through this association with GSK," he added.

GSK Pharmaceuticals Australia gm, Deborah Waterhouse, said the company had enjoyed strong relationships with pharmacists over many years "and we are always looking for opportunities to do more."

The GSK Ascent PharmAnnuity offer kicked off this month.

### Kimberly-Clark Q2

**KIMBERLY-Clark** has reported record net sales of US\$5.3 billion for the second quarter 2011, a result up 8% year-on-year - but adjusted earnings for the period were down 14.2%.

### AF mortality predictor

**A RECENT** Australian study has found that atrial fibrillation is a significant predictor of early mortality among people (particularly women) aged 60 years or more.

According to the 20 year study, published in *Internal Medicine Journal*, women with atrial fibrillation aged more than 60 years have a 127% greater risk of dying compared with their peers without atrial fibrillation.

For men the increased risk of dying is 38%.

Interestingly researchers found that the rates of atrial fibrillation amongst men and women are roughly the same but that women are impacted by AF to a much greater degree.

"We are unsure why atrial fibrillation affects the life expectancy of women more than men but we do know that other [AF risk factor] conditions like diabetes have an impact that is gender related," said study leader, Professor Leon Simons of the University of New South Wales.

### Win a 1 year supply of Carmex® lip balms

*Pharmacy Daily* has teamed up with Carmex® lip balm this week and is giving five lucky readers the chance to win a one year supply of Carmex lip balms, just in time for winter.



Each pack contains:

- ✓ 2 x Carmex® lip balm jars
- ✓ 2 x Carmex® lip balm squeeze tubes,
- ✓ 1 x Carmex® lip balm original flavoured Click Stick™ with SPF 15
- ✓ 1 x Carmex® lip balm strawberry flavoured Click Stick™ with SPF 15

The unique formula of Carmex® lip balm helps to soothe, moisturise and relieve dry, chapped lips caused by environmental factors resulting in soft, healthy-looking lips.

For your chance to win this fantastic prize, simply be the first person to send in the correct answer to the daily question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

### Who invented Carmex® lip balm in 1937?

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

Congratulations to yesterday's lucky winner, Courtney Challinor, Pharmacy Student from University of Sydney, NSW.

### DISPENSARY CORNER



**IT** must have been very sore.

A man from southern California in the USA is recovering in hospital after trying some "self-surgery" using a butter knife.

The 63-year-old was apparently quite troubled by a protruding hernia when he took to himself with the table implement - and that wasn't the end of it.

When his wife found him with the knife sticking out of his stomach she called an ambulance - but while he was waiting for the paramedics he stuck a lit cigarette into the bleeding, open wound.

"I don't know what he was thinking," she said, adding: "I don't know if he was cauterising the wound".