

## Today in Pharmacy

### TODAY'S Pharmacy Daily

features two pages of the latest news, plus a full page on a new weightloss product called Quickslim.

Featured on 'A Current Affair' Quickslim swells up to 50 times its original volume in the stomach.

For full details see **page 3**.

## PD competition winner

**PHARMACY Daily** would like to congratulate Janelle Morris of Calanna Pharmacy Edmonton who is the lucky winner of last Friday's Kiddie Bottle competition.

For more chances to win, see **page two** for this week's Botani competition.

## Obesity CPD workshop

**THE** Pharmacy Guild of Australia is hosting an obesity workshop in St Leonards, NSW, next week, titled Obesity and it's Consequences.

Valued at 10 CPD Group 2 points, the workshop will take place on 30 November between 9.30am and 3pm, and will provide insight into why obesity causes cardiovascular and chronic disease states.

The workshop will also cover how diet and exercise can help patients to prevent poor cardiovascular outcomes, as well as how to prepare strategies for a Public Health Campaign in your pharmacy as part of the Practice Incentive Program.

To register, contact Guild Clinical at [guildclinical@nsw.guild.org.au](mailto:guildclinical@nsw.guild.org.au) or by phoning 02 9467 7132.

## Clinical trial plan is critical

**MEDICINES** Australia is pushing for the completion of the Federal Government's plan to invigorate clinical trials saying that the recommendations of the Clinical Trials Action Group (CTAG) hold the key to ensuring the future of clinical trials in Australia.

CTAG was set up by the Government to help identify and progress necessary reforms to secure Australia's competitiveness in the clinical trials sector.

In March this year CTAG released a report titled *Clinically competitive: boosting the business of clinical trials in Australia*, which addressed four key issues including the timeliness of clinical trial approvals, the benefits of e-health for clinical trials, improving patient recruitment and the level of support for clinical trials networks.

Although some recommendations have been implemented, Medicines Australia launched its own paper at Parliament House last night titled *Keeping clinical trials in Australia: why action is needed*, which argues that the Federal Government must "finish the job".

"The paper shows that the recommendations being implemented are starting to work, but Australia can't afford for this issue to slip off the agenda," said Medicines Australia Chief Executive, Dr Brendan Shaw.

"The CTAG plan represents a precious opportunity to help restore Australia's international reputation as a centre of excellence for clinical trials.

"We are making some progress

towards that but it's critical that we don't drop the ball," Shaw added.

Backing up the argument for immediate action the Medicines Australia report shows that the number of new clinical trials in Australia has been declining over the past three years by an average of 13 per cent per year.

"It's very much in the national interest to reverse this trend," said Shaw.

"The Australian Medicines Industry invests more than \$1 billion a year in pharmaceutical R&D, but we face increasing competition from emerging economies.

"We need a nationally harmonised system of ethics approval for multi-centre clinical trials, so that trial sponsors need one single approval instead of half a dozen.

"We need to improve patient recruitment and better national coordination and greater collaboration across trial networks," he added.

## Pharmacy strengthened

**THE** Government has said it will strengthen pharmacists' role in community health by bringing pharmacy even closer to the centre of the national health reform agenda, according to the Parliamentary Secretary for Health and Ageing, Catherine King.

Addressing delegates at last night's Pharmacy Guild of Australia dinner, King also said the Govt aims to improve community recognition and support for the pharmacy profession and confront joint challenges faced by both Govt and the industry.

"We all know the traditional role of pharmacists is changing, and has been for some time, from 'dispensing' towards 'holistic patient care,'" she said.

**MEANWHILE** King also used the occasion to comment on the changes to the location rules, saying the new rules allow more pharmacists to establish a new pharmacy without incurring the cost of relocating an existing pharmacy.

## Clinect launched

**SYMBION** has announced the launch of a new division, Clinect, a product management solution that assists in bringing medicines currently only available internationally into Australia and NZ.

"Due to the relatively small populations of Australia and NZ there are many medicines which can legally be prescribed by specialists here but are just not available to patients without going through a complex and often expensive importation process," said Stuart Spencer, GM of Group Business Development at Symbion.

## More Sensaslim action

**SENSASLIM's** officer Peter Foster has been arrested following ACCC allegations of Contempt of Court.

According to the ACCC, Foster breached two 'Chaste' court orders made against him in September 2005 which restrained him for five years from being "directly or indirectly knowingly concerned in the promotion or conduct by a corporation of any business relating to weight loss".

Foster was also banned for five years from "any manner being knowingly concerned in any corporation in trade or commerce" and "making, or permitting to be made" any representation about a product unless he believed the representation to be "true and accurate", and "the corporation informs the representee in writing of all information which he is aware that refutes or contradicts any part of the representation", and informs the representee of the existence of the Chaste orders.

The ACCC alleges that from Dec 2009 to Sep 2010 Foster was involved in the promotion or conduct of weightloss company Sensaslim and that he was knowingly concerned in Sensaslim, "making or permitting to be made representations as to the particular standard or quality of the Sensaslim Solution" without Sensaslim providing the representee, prior to making the representation, with a copy of the Chaste orders, or informing the representee of the existence of the orders.



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## Guild Update

### This week's update from the Pharmacy Guild

#### Pharmacy of the Year

Time is running out to press your pharmacy's claim as one of the best community pharmacies in the country.

Sponsored by the Quality Care Pharmacy Program (QCPP), the 2012 Pharmacy of the Year competition provides the highest recognition of excellence in community pharmacy.

Awards will be given in three categories:

1. Business Management
2. Innovation in Professional Services
3. Community Engagement

Each category will be awarded to a different community pharmacy, with the overall Pharmacy of the Year for 2012 being selected from these category winners.

The overall winner will be the pharmacy that stands out among the finalists and can demonstrate achievements across each of the three categories.

Winners will share in a cash prize, receive a stylish trophy to display in their pharmacy, and a professional in-pharmacy photo shoot to be used in subsequent promotions.

The award ceremony will take place at the Australian Pharmacy Professional (APP) conference on the Gold Coast, 8-11 March 2012.

But you must be quick as submissions close Friday 2 December 2011 at 5pm.

Entering is easy, with a new, innovative online form that streamlines the entry process. Entrants can access the form at [www.pharmacyoftheyear.com.au](http://www.pharmacyoftheyear.com.au).

If you need additional advice and support, please don't hesitate to contact the Pharmacy Guild on 02 6270 1888 and ask to speak to Sally Rempel or email her at [sally.rempel@guild.org.au](mailto:sally.rempel@guild.org.au).



The Pharmacy Guild of Australia

## Valeant to acquire iNova

**INTERNATIONAL** pharmaceutical giant, Valeant Pharmaceuticals has said it will transform its operations in the Australian market, following a recently signed agreement to acquire Aussie pharmaceutical company, iNova.

iNova owns, develops and markets a range of prescription and OTC pharmaceutical products in Australia, NZ, Southeast Asia and South Africa, including therapeutic weight management brands such as Duromine, and the newly launched low energy 'achievit' diet shakes and soups for weightloss, as well as OTC brands in the cold and cough area, such as Difflam and Duro Tuss.

Valeant will pay iNova shareholders A\$625 million upfront and up to an additional A\$75 million in potential milestones based on the success of pipeline activities, product registrations and overall revenue.

Valeant is acquiring iNova at a time when iNova is experiencing healthy revenue growth of 10% per annum over the last four years.

iNova expects its total 2011 revenues to sit at around A\$200 million with an operating margin of approximately 40%.

"This transaction not only transforms our operations in the Australian market, but provides us with a beachhead in both Southeast Asia and South Africa," said Valeant chairman and chief Executive Officer, Michael Pearson.

"iNova has a talented management team that has created a strong business operation ahead of an intended initial public offering and with the current market softness, Valeant has a unique opportunity to acquire iNova and integrate our Australian operations into the broader iNova Asia Pacific business," he added.

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## DISPENSARY CORNER

**SURVIVE** the plague.

A British boot camp is aiming to save humanity from potential zombie outbreaks.

Held in Droitwich, Worcestershire and led by expert military instructors the one day 'Zombie Boot Camp' trains and prepares participants for a possible uprising of the undead.

Only eight enlistees are allowed in each Bootcamp group, and are issued with boots, helmets, safety goggles, Kevlar body armour, jackets and trousers, before being taught how to use pistols, rifles and grenades.

The cost for the potentially life saving camp is around \$70 per person, with Founder Richard Kershaw saying he wanted to offer clients "experiences that are out of the ordinary".

"It's not every day you can say you have wiped out a warehouse full of zombies, so it'll definitely be a talking point amongst your friends," he said.

**EXERCISING** on the job.

A Nigerian traffic director, Corporal Sebul Audu, is keeping his heart healthy whilst on the job by breakdancing.

According to reports Audu uses his funky dance moves as part of his traffic direction, and says his aim is to entertain motorists.

"What inspires me most is the movement of the traffic," said Corporal Audu.

The traffic officer said he started dancing when he was a boy after watching Michael Jackson.

**VOMIT** is the secret ingredient.

In the lead up to Christmas, the Marvellous Mince Pie factory in London has released the world's most expensive fruit mince pie.

Valued at around \$4,000 the mince pie ingredients hail from a 17th Century recipe and include ambergris sugar (derived from sperm whale regurgitation), holy water from Lourdes to bind the pastry and vanilla beans and cinnamon from eastern spice markets.

## WIN A BOTANI PACK



This week **Botáni** brings five **Pharmacy Daily** readers a special prize pack for Christmas 2011 to reawaken their skin radiance – Sensational Skin Hydration Pack, valued at \$70.

"True hydration and nourishment for the whole body is made possible with this deeply penetrating and versatile skin hydration pack for the face, hands and body. Whether you're experiencing dry, sensitive skin or wanting to enhance your overall skin health, your

skin will appreciate the Botáni difference.

This pack contains the Olive Hand Cream 100g, Olive Skin Serum 15mL & Olive Cleansing Bar 125g."

To win this fabulous skin hydration pack, simply be the first person to send in the correct answer to the question below:

List three benefits of using the Olive Skin Serum daily?

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Hint: Visit [www.botani.com.au/arrow](http://www.botani.com.au/arrow)

Congratulations to yesterday's lucky winner, **Irene Nimorakiotakis** from **Pharmore Pharmacies**, VIC.

# QUICKSLIM



**“QUICK SLIM IS GOING TO  
REVOLUTIONISE THE  
WEIGHT LOSS INDUSTRY”**

**Featured on ‘A CURRENT AFFAIR’ on Friday 11th of November**

*Don't believe us?* Check it out at <http://www.quickslim.com.au/>

ACA described QUICKSLIM as the ‘NEW SLIM SOLUTION’ and suggests it is “better than most other weight loss supplements”.

Why QUICKSLIM is such a great seller?

- ✓ Contains supe fibre Glucomannan
- ✓ Proven to swell up to 50 times its original volume in the stomach
- ✓ Decreases Cholesterol and Reduces Hunger
- ✓ Backed by over 2 million dollars' worth of advertising – TV, PR, PRESS
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