

# Pharmacy DAILY

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## Kids-only EU medicine

**THE** European Commission has issued its first ever "paediatric use marketing authorisation," with Buccolam (midazolam for buccal administration) specifically licensed to treat convulsions and epileptic seizures in children aged three months to 18 years.

The move has been welcomed by the UK Medicines and Healthcare products Regulatory Agency, which has long advocated for specific children's-only medicines - rather than simply reduced doses of adult medications.

## Top SA pharmacists

**THE** South Australian branch of the Pharmaceutical Society of Australia has named the finalists for the 2011 SA Pharmacist of the Year.

Three finalists are in the running for the title this year: rural community pharmacist Helen Flannery; accredited pharmacist Helen Brauer; and community pharmacist Julie Bedford.

Flannery, of Port Augusta, gained her finalist spot for her efforts visiting nursing homes to perform HMRs, writing a fortnightly column for her local paper and speaking at local community clubs and events.

Brauer scored a nomination for her work with Alzheimer's Australia, where she has been pioneering new horizons for pharmacists by providing services for people suffering from dementia.

Lastly, Bedford, has been listed as a finalist for her commitment to her customers, via her work in her local community.

## NZ standalone CM regulation

**NEW** Zealand is set to separate the regulation of complementary medicines from other drugs, with the formal introduction into the NZ parliament this week of the new Natural Health Products Bill.

The move is likely to gain support from the parliament, because it's the outcome of a Memorandum of Understanding between the National and Green Parties which covers several shared policies.

NZ Associate Health Minister, Jonathan Coleman, said the Bill creates a "cost-effective scheme to oversee the industry with an emphasis on protecting the consumer," covering more than 6000 natural health products ranging from vitamin supplements to herbal medicines.

The move is significant for Australia too, with authorities in both countries moving towards the long-awaited Australia New Zealand

Therapeutic Products Agency which aims to harmonise regulations.

Blackmores has hailed the New Zealand move, saying it supports the establishment of a separate regulatory authority, staffed by "appropriately qualified people" to oversee the regulation of complementary medicines.

"We fully appreciate there is a demonstrable need for the natural health products industry to be appropriately regulated," said Blackmores NZ gm, Alison Quesnel. "Consumers need to have access to safe, quality products that are responsibly marketed," she said.

**MEANWHILE** in Australia the TGA is believed to be considering warning labels for complementary medicines, to remind consumers the products have not been tested for efficacy.

It's part of the TGA response to last week's damning Australian National Audit Office review of CM regulation (**PD** 01 Sep).

## Maxidus TGA alert

**THE** TGA has issued a warning about a herbal supplement called Maxidus Capsules which has been bought over the internet by some Australian consumers.

Analysis has confirmed the capsules contain the prescription drug sulfohydroxyhomsildenafil, a derivative of the active ingredient of Pfizer's Viagra.

The TGA is warning that the capsules may be harmful if taken without the supervision of a doctor, particularly in patients with a history of cardiovascular disease.

## ASMI NSAID response

**THE** Australian Self-Medication Industry has issued a statement following the *Canadian Medical Association Journal* publication about increased risk of miscarriage associated with NSAIDs (**PD** Wed).

ASMI Regulatory and Scientific Affairs Director, Steven Scarff, said that risks associated with NSAID use during pregnancy were already known, and that OTC products such as diclofenac, naproxen and ibuprofen sold in Australia already carry mandatory warnings.

He pointed out some limitations in the study, with authors unable to show a cause and effect relationship between the use of non-aspirin NSAIDs and miscarriage.

"Also the exposure data in the study was based on filled prescriptions rather than actual medication use," he said.

Despite this, the study "provides an opportunity to remind consumers that NSAIDs, like all other medicines, should only be used during pregnancy on the advice of a healthcare professional," he added.

## ACCC chases AMI

**THE** ACCC is continuing its pursuit of erectile dysfunction company Advanced Medical Institute (AMI), expanding court action to also encompass the business' new owner, NRM Trading.

NRM bought AMI after it was placed into voluntary administration on 22 Dec 2010 - the day after the ACCC instituted proceedings against it.

In Jul the operation was sold to NRM, and the ACCC is alleging that it's engaged in "unconscionable conduct" and breaching Australian Consumer Law by entering into unfair contracts with customers which are very difficult to terminate.

## Generic Keppra in UK

**TEVA** Pharmaceuticals in the UK has launched a new generic version of UCB Pharma's Keppra (levetiracetam) epilepsy treatment.

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(With apologies to Elizabeth Barrett Browning!)

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## Zytiga approval

A NEW once daily oral treatment for prostate cancer has been approved in the European Union. The approval of androgen biosynthesis inhibitor Zytiga (abiraterone acetate) follows an accelerated review process by the European Medicines Agency.

## CPD Calendar

**WELCOME to Pharmacy Daily's** Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points. If you have an upcoming event you'd like us to feature, email [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au).

- 15-17 Sep:** Pharmacy 2011 Management Conference, Fairmont Resort Leura NSW - [pharmacyconference.com.au](http://pharmacyconference.com.au)
- 17-18 Sep:** PharmacyLIVE! clinical information conference at Sydney Showground. More information 02 9431 1100.
- 17-18 Sep:** Mental Health First Aid (MHFA) Certificate Workshop; 9am - 4.30pm daily, Strathfield South, Sydney [www.mhfa.com.au](http://www.mhfa.com.au).
- 20 Sep:** Asthma Update for pharmacists and pharmacy assistants - Asthma Foundation at TAFE NSW Coffs Harbour - [linda.johnson4@tafensw.edu.au](mailto:linda.johnson4@tafensw.edu.au).
- 06-09 Oct:** PAC11, Melbourne Convention Centre [pac11.com.au](http://pac11.com.au)
- 10-13 Nov:** SHPA's Medicines Management 2011 conference in Hobart - [www.shpa.org.au](http://www.shpa.org.au).
- 13-15 Oct:** Pharmacy Assistant National Conference, Gold Coast - [pharmacyassistants.com.au](http://pharmacyassistants.com.au)
- 14 Oct:** Australian Health and Fitness Forum, Brisbane Hilton-regos [info@fitness.org.au](mailto:info@fitness.org.au)
- 16 Oct:** 2011 Australian Self Medication Industry conference, Homebush NSW - details online at [www.asmicconference.com](http://www.asmicconference.com).
- 10-13 Nov:** SHPA's Medicines Management 2011 conference in Hobart - [www.shpa.org.au](http://www.shpa.org.au).
- 27 Apr-03 May 2012:** 37th PSA Offshore Refresher Conference, Istanbul Turkey - 1300 139 293.

## RB responds on Nurofen ads

RECKITT Benckiser says it's preparing a response to the TGA Complaints Resolution Panel (CRP) ruling against its Nurofen TV ads (PD Wed), saying it does not agree with "a number of the sanctions requested," which include withdrawing the commercials.

In a statement issued following reportage of the CRP judgement, the company insisted that consumers will "continue to see the familiar branding of the Nurofen target and messages of Nurofen working at the site of pain".

That's despite the CRP ruling that claims made in the ads that Nurofen provides "targeted relief from pain" and goes "straight to the source of pain" were misleading for consumers.

The company pointed out that the TGA holds no question in relation to the product's safety and efficacy information in any of its advertising and packaging.

"Nurofen continually strives to

provide advertising and packaging that is simple to understand while giving the consumer relevant information relating to the use of its products," RB said.

## New interactions App

THE Monthly Prescribing Reference (MPR) has launched a new Drug Interactions Checker application which is available for use on iPhone, iPod Touch, iPad and Android platforms.

The MPR Mobile App interactions checker includes a database of 7,000 agents with over 3,800 detailed drug-drug, drug-alcohol, drug-food, and drug-herbal interactions.

The App features explanations of the pharmacologic effects of each interaction, as well as management options and full references.

The MPR Mobile App is free to download at the iTunes App Store or Android Market.

## DISPENSARY CORNER

**KELLY** returns from the grave. The bones of infamous bush ranger Ned Kelly have been positively identified by scientists using DNA matched from Kelly's great great nephew. Kelly was executed 131 years ago, and his body was buried at the old Melbourne gaol, before it closed and all prisoners' bodies were exhumed and moved to a mass grave at Pentridge Prison in 1929. Kelly's skull still however remains at large, with scientists saying it was possibly lost or procured during the haphazard exhumation 82 years ago.

**ALL** the better to hear you with. An eight year old coonhound dog, Harbor, has taken out the illustrious title of World's Longest Ears of Any Living Dog. The more than a mouthful gong was won for Harbor's 31.1cm long left ear and 34.3cm right ear.

"Cars will literally stop in the street to take a closer look and get a picture," said Harbor's owner, Jenifer Wert, who added that whilst as a puppy he used to have trouble with tripping over his ears, Harbor has now grown into them.

**WHEN** Stingose and a Band-aid won't help a bite... Villagers have captured one of the largest ever crocodiles in the Philippines, after a three-week hunt, sparked by concerns for their health and safety.

The 6.4-metre long fresh water croc (pictured below) weighed in at a massive 1,075 kilograms and was caught in Bunawan in the southern Philippines.

It took 90 men to pull the reptile from the river, and plans are now in place for the monster to be the star attraction at a planned ecotourism park.



## WIN A FABULOUS MIRROR SHINE



**Pharmacy Daily** has teamed up with **Keysun** and is giving away Fabulous Mirror Shine to three lucky readers every day this week.

Introducing Fabulous Mirror Shine! It's a top coat, dryer and sealer all in one!

It gives nails a mirror shine and longer lasting nail polish by forming a super-hard, protective shield that surrounds and seals nail colour, allowing the nail polish to last longer and remain chip free.

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**Congratulations** to yesterday's lucky winners, **Jeanette Power** from **Australian Community Pharmacy**, VIC, **Veronica Gousev** from **Allergan**, NSW, and **Joanne Chandler** of **Warwick Friendly Society Pharmacy**, QLD.

