

Get the power to access every off-patent product on maximum discount.

Call 03 9860 3300 and we'll do the same for you.

pharmacy alliance
Your formula for independent strength

Kaloba alternative

KALOBA, an oral liquid for the treatment of acute bronchitis and sinusitis, may prove to be a useful weapon in the war against antibiotic over prescription, according to La Trobe University's Adjunct Associate Professor of Public Health, Dr Ken Harvey.

Kaloba is a herbal drug preparation from *Pelargonium sidoides* roots, and was recently registered by the TGA as a complementary medicine.

The registration follows a study of 400 patients which found that after 7 days of treatment, the change in the Bronchitis Severity Score was significantly better for those taking 60mg and 90mg of the drug daily compared with placebo.

"Acute bronchitis and rhinosinusitis are two common conditions that are most often viral and usually do not require antibiotic therapy," Harvey said.

"Regardless, doctors often feel they must prescribe something or their patients will not be satisfied.

"A campaign promoting KALOBA instead of antibiotics would help conserve antibiotic use and should be taken up by the NPS, PSA and other bodies," he added.

Aussie kidney breakthrough

A **STUDY** by researchers from Monash University has found that leukocytes, otherwise known as white blood cells, may play a role in kidney inflammation.

During the study, researchers tracked the movements of white blood cells and found that whilst they play important protective roles in the body's immune system, in some cases they cause damaging inflammation.

"Contrary to conventional medical and scientific opinion, we found that leukocytes are constantly circulating through and patrolling the blood vessels within healthy kidneys," said lead researcher Associate Professor Michael Hickey of the University's Centre for Inflammatory Diseases in the Department of Medicine.

"It was previously believed that they only arrived in the kidney during the development of disease. "That's not the case.

"However, during disease they linger in the kidney during the course of their normal journey, become agitated and cause inflammation and kidney damage,"

he added.

The research is particularly important when considering glomerulonephritis, an inflammatory disease of the kidney that can lead to the need for transplantation or regular dialysis.

More than 20% of end-stage renal failure cases result from glomerulonephritis.

Discussing the results of the study Renal Physician and co-investigator Professor Richard Kitching said therapies to effectively target glomerulonephritis were needed before end-stage was reached.

"The treatments we have can be fairly effective, but they are non-specific and they often have unacceptable side effects," Professor Kitching said.

"Currently, we have to suppress the immune system to combat the inflammation and this immunosuppression leaves the body more prone to infections.

"Additionally, some of the drugs have metabolic side effects, such as weight gain and bone thinning.

"Now we have a better understanding of how the disease develops, we can identify targets for more specific drugs, with fewer side-effects," Kitching added.

Smoking rates down

A **US** survey has found that youth smoking declined significantly in 2012, and smoking rates fell to record lows for all three grades surveyed – grades 8, 10 and 12.

For all three grades combined, the percentage who said they smoked any cigarettes in the prior 30 days fell from 11.7 percent in 2011 to 10.6 percent in 2012.

MIMS complements

MIMS has announced a new partnership with UnityHealth, which will see an Australian evidence-based Complementary V Mainstream drug interaction module hit the market, via the company's eMIMS product.

"For healthcare professionals, the primary barrier to recommending complementary medicines is safety concerns around patients on multiple prescription medications or with complex health issues," MIMS said in a statement.

"The provision of good quality educational materials was seen as important to allow pharmacists to assess levels of evidence for CMs and educate them on their safe and appropriate use," MIMS added.

The interactions data base has been researched by the Sydney University School of Pharmacy, and has been updated and expanded regularly since its creation in 2002.

The data now delivers over 500 interaction modules via the website, IMgateway.

"Because eMIMS is so resource-rich and used widely by doctors and pharmacists as well as a diverse range of other healthcare professionals we chose it as the first MIMS product to carry this module," said Dinah Graham, MIMS.

"The IMgateway database within eMIMS will enable GPs, pharmacists and other health professionals to retrieve evidence-based information on clinically-significant drug and herb interactions.

"Subscribers can search a complementary medicine against a prescription medicine (or vice-versa), quickly obtain a recommendation on whether the combination should be avoided, or be alerted if caution is required," she added.

WIN A HYDRALYTE PRIZE PACK

Every day this week *Pharmacy Daily* is giving four lucky readers the chance to win a Hydralyte prize pack, valued at \$60.

Each prize pack includes 2 Orange Effervescent Tubes and 2 Apple Blackcurrant Effervescent Tubes.

Hydralyte is an oral rehydration solution which is scientifically formulated. It contains the correct balance of electrolytes and glucose required for rapid rehydration.

Hydralyte helps replace water and electrolytes lost due to vomiting, diarrhoea, heavy sweating, vigorous exercise and other dehydrating conditions such as excessive consumption of alcohol or due to a hot and dry environment.

For your chance to win this great prize pack, be one of the first four readers to send the correct answer to the question below.

What are 2 causes of dehydration?

Send your answer to: comp@pharmacydaily.com.au

Congratulations to yesterday's lucky winners, Emily Keleher from Good Price Pharmacy, Monika Smith of Priceline Pharmacy, Tim Clark from Tufnell Road Pharmacy and Catherine Buzaki of AusCare Pharmacy Glass House Mountains.

Dermatitis assistance

THE Department of Veterans Affairs has published a new pamphlet designed to assist older Australians manage their dermatitis and protect their skin.

Titled *Top Ten Tips to Relieve Dry Itchy Skin*, the brochure provides useful tips about how to manage the common problem of dry itchy skin in dermatitis (eczema).

It also promotes the use of emollients to facilitate well hydrated and healthy skin and outlines appropriate use of topical corticosteroids, and encourages veterans to talk to their doctor and pharmacist about their use of emollients and topical corticosteroids.

To download a copy of the brochure visit the Veterans website at www.vetransmates.net.au.

ROBOT FOR SALE \$100K ONO

Due to store merger
Suit up to 300 scripts/day
Excellent condition Gollmann Robot

Contact Marsha Watson: 0407 094 543

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by **Cruise Weekly**.

CRUISE

WEEKLY

Sponsored by Cruise Weekly
your FREE cruise newsletter
Subscribe now

www.cruiseweekly.com.au

ESCAPE Travel is offering a five-night Club Med Cherating Beach (Malaysia) holiday package, from \$965 per adult and from \$555 per child, aged from four to 11 years.

The package includes five nights' accommodation in a twin share Superior Room with return airport transfers, three gourmet meals daily at a choice of two restaurants, bar and snacking facilities, and a Club Med membership with travel insurance.

The resort also offers guests a designated Kids Club for children aged four to 13 years, plus daily and nightly entertainment and a range of sports and activities, such as a flying trapeze and archery.

The price is valid for travel between 01 January and 30 April 2013 and valid for sale until 01 February 2013, unless sold out.

Call 1300 799 783.

ABERCROMBIE & Kent is offering holidaymakers who book a Golden Eagle rail journey through Russia, Kazakhstan, Uzbekistan, Turkmenistan, South Caucasus, Mongolia or China a \$500 - \$800pp credit towards international airfares, for bookings before 31 Jan 2013.

The \$500 airfare credit is valid on 2013 eastbound Trans-Siberian Express tours and the \$800 airfare credit is valid on 2013 eastbound Silk Road tour.

For a limited time singles can also save 50% off the Single Supplement, see abercrombiekent.com.au.

Opti-Pharm faces the music

OPTI-PHARM has been ordered to withdraw a number of print and website advertisements regarding Sensa weight loss products.

The order, from the Complaints Resolution Panel, related to Sensa advertisements on trysensa.com.au, chemistdirect.com.au, the *Sunday Mail* and *Woman's Health Magazine*.

The adverts made claims such as: "the biggest weight loss breakthrough this century", "sprinkle on your food; eat well; lose weight!", "lose kilos without dieting", "completely new, clinically proven way to lose weight", and "eat the foods you love and lose weight".

The adverts were found to have breached sections of the Therapeutic Goods Act including the publication of advertisements for therapeutic goods that are not included in the Register.

The panel also found that the advertisements contained many representations that had not been verified, were not correct and balanced, were likely to arouse unwarranted expectations, and were misleading.

These included the representations that the advertised product was a "weight loss system" or could effect weight loss, could suppress the appetite or hunger, was a weight loss breakthrough or "the biggest weight loss breakthrough this century", could enable consumers to "lose kilos without dieting" or "eat the foods [they] love and lose weight", could trigger the "satiety centre in the hypothalamus" or trigger the release of hormones that suppress hunger and appetite, and had been the subject of the "largest clinical trial ever conducted on a non-prescription weight loss product".

As such, the Panel has requested Opti-Pharm Pty Ltd and Chemist Direct withdraw the ads from further publication; as well as to withdraw any representations that the advertised product is for any therapeutic use, and issue retractions on the websites and print media where the ads initially featured.

MEANWHILE, commenting on the finding self-appointed industry watchdog, Dr Ken Harvey, said that "While the CRP has upheld all aspects of the complaint and asked for a retraction of claims it remains to be seen if this will be forthcoming".

"The CRP has no power to enforce such action and the TGA has yet to take a sponsor to court to enforce a Regulation 9 order for non-compliance.

"The impotence of the Australian regulatory system with respect to meaningful sanctions and correcting advertising violations is starkly revealed yet again," he added.

Kiovig is an orphan

NORMAL immunoglobulin (human) (Kiovig) has been added to the TGA's Orphan Drugs list.

Staff shortages

HEALTHCARE organisations have responded quickly to the revelation that Queensland nursing home Southport Lodge had no staff rostered on at night, by calling for mandatory staff-to-resident ratios.

"The Aged Care Act does not prescribe staffing levels," said a statement from the Combined Pensioners & Superannuants Association (CPSA).

"It only states that homes have enough staff to ensure residents' care needs are met.

"Southport Lodge obviously thought that at night that number was zero," the statement added.

The CPSA went further, calling on the Minister for Ageing, Mark Butker, to make nursing homes employ a significant number of staff at all times so that proper care may be administered to residents.

"While this case represents an egregious abuse of an aged care facility's obligation to care for its residents, the fact is that many aged care operators understaff their facilities, particularly at night," the CPSA said.



DISPENSARY CORNER

THE end is nigh.

Whilst the world takes its last few breaths and prepares for the Mayan apocalypse, one party planner in Moscow is preparing to welcome 300 Russians to an underground bunker for a 24-hour end of the world party.

The ex cold war bunker is located in central Moscow 56 metres underground, near the Kremlin and provides accommodations for as many as 300.

Titled Bunker 42, the space has served as a museum since 2006, and is replete with red light alarms, and bedrooms and bunks.

Entertainment will come in the form of cartoons for kids, movies for adults, as well as end of the world lectures, live broadcasts from news stations across the world and of course drinking, lots of drinking.

To add that bit of extra claustrophobia, upon arrival guests will enjoy an elevator ride down 18 levels to the concrete bunker, where loudspeakers will blast out the old Cold War warning: "Attention! Attention! The enemy has carried out a nuclear attack!".

SURVIVAL of the smartest?

A group of Aussie man aged between 20 and 30 have defied natural selection by surviving a 2,400km "train surfing" journey.

The group hopped on top of a freight train in Perth and travelled for three days and nights across the Nullarbor Plain in temperatures of around 40 degrees.

During their adventure the group posted photos of themselves surfing the train, until they were eventually spotted by a train conductor as the train neared Adelaide.

Shortly after, the train stopped and police caught the group and fined them \$165, around half the price of a train ticket from Perth to Adelaide.