

## Prevenar 13 approval

THE TGA has approved Pfizer's Prevenar 13 (pneumococcal polysaccharide conjugate vaccine, 13-valent adsorbed), for adults aged 50 years and older for the prevention of pneumococcal disease.

## Guide to quality medicines

AUSTRALIAN health professionals and consumers can now gain insight into the medicines industry's role in encouraging the quality use

How to build the financial strength of your pharmacy in the face of PBS price disclosure.

Independent Pharmacy Briefing June 2012

Melb: 5th Perth: 6th Syd (5th): 12th  
Syd (Nth): 13th Bris: 14th

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PHARMACY ALLIANCE



## Health professionals join to stop Aussie smoking



THIS week marks the official launch of The Australian Association of Smoking Cessation Professionals (AASCP).

The aim of the organisation is to ensure that the general public is able to access Tobacco Treatment Specialists (TTSs), and evidence-based treatment at various smokers clinics around Australia.

In addition, the AASCP will also promote, facilitate and maintain easy access to clinical papers and smoking cessation lectures for TTSs.

"A TTS can be a psychologist, general practitioner, pharmacist, nurse or drug and alcohol counselor and may work in hospitals, community health centers, medical and dental practices, smoking clinics, telephone quit lines, drug abuse treatment programs and mental health centres," a statement from AASCP said.

"The AASCP will set the scene in Australia for ensuring that those smokers who decide to seek help with stopping get the best possible clinical care; and most lives will be saved by encouraging as many smokers as possible to try to stop using what the evidence tells us is the most effective method possible," said Professor Robert West who was the keynote speaker at the AASCP's Official Launch.

For more information or to access smoking cessation materials, see [www.aascp.org.au](http://www.aascp.org.au).

Pictured above is the AASCP Executive Committee: Chloe Sharp, Donna Harrison (Vice President), Renee Bittoun (President), Colin Mendelsohn, Lyn Baucia, Melinda Barone, and a smoking cessation patient who was helped by Renee and her team, Bob Passier.

of medicines, with the launch of Medicines Australia's newest booklet.

Titled *Quality Use of Medicines* the guide, according to Medicines Australia Chief Executive Brendan Shaw, "explains in simple, consumer-friendly language, how the sort of activities medicines companies undertake as part of their business contribute to the ultimate goal of ensuring the right patient gets the right medicine at the right time".

Activities outlined in the guide include clinical trials, post-marketing surveillance and adverse event reporting.

"The booklet helps explain clearly how the industry works with other participants in the health sector, such as government, health professionals, patient groups and the community, to promote the quality use of medicines," Shaw said.

In addition, Medicines Australia has said that it has provided its member companies with an online guide to the principles of quality use of medicines for the industry.

## SHPA appoints new CEO

THE Society of Hospital Pharmacists of Australia (SHPA) has appointed Helen Dowling as its new CEO, effective from July 2012.

Helen comes to the position with a long list of credentials, having served as the District Director of Pharmacy for the Hunter New England Local Health District since 2008, and also holding the position of President of the Pharmacy Council of NSW since 2010.

Helen was also previously the Director of Pharmacy at the John Hunter Hospital, and is a member of the NSW Therapeutic Advisory Group, the Pharmacy Board of Australia Registration and Examinations Committee, and the Australian Pharmacy Council.

Helen also represents the Allied Health Professions Australia on the Australian Council of Health Care Standards, chairs ACHS Standing Committee and is the President of the Pharmacy Council of NSW.

Helen has served two terms on the SHPA's NSW Branch committee, was a member of SHPA Federal Council from 1995-2003 and has chaired SHPA's Research and Development Grants Advisory Committee.

## Pharmacy for Sale

### North Coast NSW (#1521)

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Sales Price \$1,730,000

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Sale Price \$1,700,000

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1800 740 440 or  
0407 759 736

email- [suer@ravens.com.au](mailto:suer@ravens.com.au)

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## WIN A PURE THERAPY PRIZE PACK



This week **Pharmacy Daily** has teamed up with **Purist** and is giving five lucky readers the chance to win a Pure Therapy prize pack (pictured to the left), valued at \$87.75.

Pure Therapy by Purist®, the range formulated

for severely dry and sensitive skin prone to Eczema, Psoriasis and Dermatitis has expanded to offer a number of facial skin care products as well as an extension to its existing body and hair care range. The new products are now available in pharmacies and health food stores nationally. Selected winners will receive the latest products from the Pure Therapy by Purist range.

For your chance to win this great prize pack, simply be the first person to send in the correct answer to the question below.

Name one of the technologies used in the Pure Therapy range

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

Congratulations to yesterday's lucky winner, **John Le**, pharmacy student from **The University of Sydney**.

## Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au).



### Replenish your skin with more than hope

**Philosophy's When Hope is Not Enough omega 3.6.9 replenishing oil** is a non-greasy lightweight oil which absorbs quickly into skin to provide a hydration boost. The oil is perfect for dry skin this winter season, helping to protect it against environmental attack. According to Philosophy, the formula also helps to maintain skin's elasticity and provide skin with a healthy natural glow. Key ingredients in the product include sweet almond oil, sunflowerseed oil, corn oil, linseed oil, sesame seed oil, macadamia ternifolia seed oil and olive oil. The product is best applied morning and evening as a serum after cleansing and before moisturising.

RRP: \$60 (25ml)

Stockist: 1800 812 663

Website: [www.philosophy.com](http://www.philosophy.com)

### Enjoy 24 hours of pure relief

**Pure Therapy's Deep Restore Skin Concentrate** is specifically designed for dry and sensitive skin prone to eczema, psoriasis and contact dermatitis. Clinically proven to provide 24 hours of moisturisation, the formula soothes irritations and helps reduce redness, itch and flake caused by dry skin. The natural formula is created using ProNourish Complex® + Botanical Concentrate which delivers a skin lipid equivalent complex including ceramides, essential fatty acids and cholesterol combined with rich botanicals to nurture the skin barrier and reduce dry skin redness. Other key ingredients include chamomile CO<sub>2</sub> extract, calendula CO<sub>2</sub> extract, echium oil and schizandra fruit extract (to help retain moisture and soothe the skin); as well as Vitamin B3 + pro-Vitamin B5 (to restore the skin's appearance by soothing and moisturising the skin); Therapure Hydrate Technology (which supports the skin's lipid levels to reduce moisture loss); and oatmeal extract (which helps to moisturise and soothe dry and itchy skin naturally).

RRP: \$15.95 (35ml) and \$29.95 (75ml)

Stockist: 1800 631 283

Website: [www.purist.com](http://www.purist.com)



### Modern interpretation of an old favourite

**L'Eau De Chloe** is a modern interpretation of Chloe's signature scent, Chloe Rose. The new perfume is made using distilled rose water, combined with notes of grapefruit, cedar, peach, violet, cedarwood, patchouli and amber. The scent is described as a light, refreshing version of Chloe Rose, and is a crisp summery floral perfume.

RRP: \$80 (30ml), \$100 (50ml), \$140 (100ml)

Stockist: 1800 812 663

Website: [www.chloe.com](http://www.chloe.com)

### When one tone is just not enough

**Estee Lauder's new Two Tone Eye-Opening Mascara** houses two distinct shades of mascara as well as a dual ended wand. The wand features a BrushComber end which helps give top lid lashes drama by lifting, defining and thickening lashes with weightless volume in a black shade. The other end of the wand is designed for bottom lashes, and is a smaller brush which is designed for hard to reach lower lashes, to accentuate and define them with a softer, more subtle smudge proof hue.

RRP: \$58 (available from 17 June)

Stockist: 1800 061 326

Website: [www.esteelauder.com.au](http://www.esteelauder.com.au)



## DISPENSARY CORNER

**GOOD** nutrition leads to loyalty.

A stray dog in China has become an internet sensation after she followed a cycling team for 24-days and 1,770kms because a team member fed her.

The pup, who has been named Xiao Sa, was befriended on the side of the road by the team of university students who were celebrating their graduation by undertaking the race.

"She was lying, tired, on the street around Yajiang, Sichuan province," said cyclist Zhang Heng.

"So we fed her, and then she followed our team," Zhang added.

During the epic ride, the team climbed 10 mountains higher than 4000m, and many of the cyclists chose in parts to simply take the bus, but not Xiao Sa who loyally ran beside the team the whole way.

As for the pup's future, Zhang said that he would like to take her home and care for her.

"She has been a stray on the road for a long time, she needs a home," he said.

**BEWARE** zombies!

Worried locals in West Yorkshire, UK, called in the emergency services after spotting a number of bloodied people staggering close to the Aire and Calder canal.

Pulling out all stops, ambulance and police officers arrived on the scene within minutes of the alert to find that the injured people, were in fact zombies.

"We had to walk through fields and didn't know what it was we would find," a police spokesperson said.

"Then we saw nine zombies.

"The zombies did look good, they were very old school, rotting, covered in bites, blood and mud," the spokesperson added.