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## Perinatal depression

**PERINATAL** depression costs the Australian economy \$433 million per annum, according to a new report by the Post and Antenatal Depression Association (PANDA).

The report found that around 1,800 Aussie parents are diagnosed every week with post and antenatal depression, and noted that both mums and dads were susceptible to the condition.

"This is a condition which we tend to associate with women but it actually affects one in twenty men as well so we need to raise awareness and break down the stigma so that all parents feel comfortable speaking up and seeking support," said the Minister for Mental Health Mark Butler.

Breaking down the costs, the report found that lost productivity due to perinatal depression will cost workplaces \$310.34m (with costs substantially higher for men than for women); whilst the Govt and private direct health care costs for the condition tally to around \$78.66m (including primary care, psychiatrist and allied health services, medications, hospital, and community mental health services).

The costs to the wider community were also found to sit at \$44.53m from direct expenditure on health services and forgone taxation revenue due to lost earnings.

The report has been released in the lead up to this year's Postnatal Depression Awareness Week 18-24 November, with both PANDA and Butler calling for increased awareness of depression and anxiety during pregnancy and the first year after the birth of a baby.

## SPF50+ now an Aussie reality

**TODAY** marks a new era in sun protection, with the authorisation of SPF 50+ sunscreens in Australia.

The move has been welcomed by the Pharmacy Guild of Australia, with National President Kos Sclavos saying that SPF50+ sunscreens offer greater protection against both UVA and UVB radiation.

The Guild was however cautious, adding that whilst there is a higher SPF, new 50+ sunscreens should be used in the same way as the 30+ sunscreens.

"All sunscreens should be applied liberally and re-applied every two hours as they may rub off through towelling, swimming or perspiration," a statement from the Guild said.

Speaking out this week in the lead up to the official authorisation Guild National President Kos Sclavos said "While the SPF indicates the level of UV protection, people with sensitive skin and children need to consider other factors when selecting a sunscreen, and everybody should continue to be smart about their exposure to the sun".

Sclavos also urged Australian consumers to refer to their community pharmacist for sunscreen and sun protection advice.

Discussing the expanded sunscreen regulations the Parliamentary Secretary for Health and Ageing, Catherine King said that the new standard recognises that there have been some "significant developments in sunscreen technology in recent

years that allow manufacturers to produce and test sunscreens with higher level SPF ratings".

"Consumers will have a greater choice of sun protection products but while SPF 50+ sunscreens will provide better broad spectrum performance, this does not mean you are completely protected from the harmful effects of the sun," she said.

"You still have to be Sun Smart," she added.

The new standard brings Australia in line with the United States, some European countries and New Zealand that already allow SPF50+ labelling.

**MEANWHILE** the TGA has begun the process of accepting applications from sunscreen suppliers and manufacturers for these new SPF 50+ products to be added to the shelves.

As such, it is expected that supplies will begin appearing in pharmacies before December this year.

For more information on the changes, visit the TGA website at [www.tga.gov.au](http://www.tga.gov.au).

## Lindsay's a PD winner

**CONGRATULATIONS** to Lindsay Forrest of Reckitt Benckiser who was the lucky winner of *Pharmacy Daily's* hamper competition, held at yesterday's ASMI Conference at Sydney Olympic Park.

For his efforts, Forrest has won a hamper including two Event cinema Gold Class tickets, champagne and a box of chocolates.

## DD partner change-up

**DISCOUNT** Drug Stores, co-founder Peter Newman has announced that he will step back from the company, selling a portion of his 50% holding to fellow co-founder John Clark, and pharmacist Rosa Chen.

The sale will allow Newman to take on a more 'advisory role' in the company.

As a result of the move, Chen, who has been described as playing a pivotal part of the company since its establishment in 2001 (having served as Managing Partner of Discount Drug Stores' first pharmacy Sunny Park), has become a new minor partner in the company.

## WIN A BATH & BODY PACK

This week, *Pharmacy Daily* is giving five lucky readers the chance to win a Bath & Body Pack, courtesy of **Designer Brands**.



Each prize pack contains: Body Lotion, Body Wash, Body Scrub, Hand & Nail Cream, Body Butter Pump and Body Butter Tub. Designer Brands NEW Bath & Body range has your skincare needs covered!

Each scent in the range features a Body Butter Pump and Tub, hydrating Body Lotion, exfoliating Body Scrub, nourishing Body Wash, and moisturising

Hand & Nail Cream. No parabens and no animal testing – just pure, skin-loving ingredients to care for and protect your skin from top to toe, starting from just \$9.99.

For your chance to win this great prize pack, email your answer to the question below by COB on Friday.

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## 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).

### Beauty in a pill

**Totally Natural Products' Omega Beauty Hair, Skin & Nails** is formulated using Omega 7-rich sea buckthorn oil, to nourish skin, hair and nails from the inside out. The product also contains colloidal silica which is used in the formation of the body's connective tissue and collagen and may assist in the skin's elasticity, firmness and strength. The silica may also help to improve the skin's natural healing process, and to support the strength of nails. Also included in the formula is biotin, which is involved in the growth of skin tissue and may improve the visual appearance of the skin and strengthen nails, as well as zinc to help with wound healing and the maintenance of healthy skin cells. The product comes in a capsule format and is designed to be taken once daily.

RRP: \$19.95 (30 pack), \$34.95 (60 pack)

Stockist: 02 8818 0100

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



### DISPENSARY CORNER

**WOULD** you like an extra serve of diabetes with that candy?

A company in the US has created an eight-foot python made entirely out of gummy candy.

The hand-made snake will set buyers back a cool \$144 and packs around 151,200 kilojoules.

Titled the Party Python, the candy comes in blue raspberry with green apple or red cherry flavours.



**BREAKFAST** rabies anyone?

An unwitting brekkie lover in Germany was left dumfounded after he discovered the little something extra in his cereal box was not in fact a Halloween toy, but rather a real-life mummified bat.

The man had just settled down for his morning bowl of cereal when he paused to inspect the 'toy' sitting in the centre of his tasty breakfast.

Upon closer inspection and touch, the man came to the horrifying realisation that the bat was real, and leathery.

The man immediately downed his spoon and contacted health authorities.

The incident is currently under investigation to determine how the mammal entered the cereal.

At present authorities are working from the premise that the doomed bat may have flown into the plastic packaging and suffocated to death, yet they are unsure whether this happened at the cereal factory.



### Moisturise with dry oil

**Nuxe Huile Prodigieuse Multi-Purpose Dry Oil** contains six plant oils (macadamia, hazelnut, borage, sweet almond, camellia and St John's wort) to nourish, repair, and soften the skin and to reduce stretch marks. The oil is also enriched with Vitamin E to aid with skin recovery and scarring. The product can also be used to add shine to the hair, and is free of silicones, preservatives and mineral oils. In terms of application, the dry oil is easily absorbed and leaves the skin soft and silky in a single step, and the hair shiny and lightly fragranced. Thanks to its non-photosensitizing fragrance, Huile Prodigieuse can be used all year around.

RRP: \$39.95

Stockist: (03) 9380 8521

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

### Wetness is the essence of moisture

The water used in **Uriage Thermal Water** was discovered centuries ago in Uriage-les-Bains, a little town in France. Since its discovery the water has been touted for its moisturising, soothing and anti-free radical properties. According to the story, the secret of the water is its journey through the mountains in France, which takes 80 years for the water at the top to reach the bottom, collecting vitamins, minerals and trace elements on its way. Uriage Thermal Water is collected at the bottom of the source, making it 100 percent natural. The water comes in a spray bottle and can be used on top or underneath make-up as an all day moisturiser.

RRP: \$26.95

Stockist: (03) 9380 8521

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



### John's essential moisturisers

**John Plunkett Multi Vitamin Moisturiser** combines Vitamins A, B3, B5, C and E to decrease fine lines, reduce brown marks and redness, and to provide antioxidant protection. In the product works to improve the skin's barrier function and to preserve the natural moisture balance, increase hydration and ease rough skin. The moisturiser is suitable for normal and sensitive skin and contains no parabens, colour or fragrance.

RRP: \$28.95 (60ml)

Stockist: (02) 9979 7333

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