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1. Label claim comparison. 2. Canonica GW, et al. *Allergy* 2007;62(4):369-366. 3. Ortonne JP, et al. *Am J Clin Dermatol* 2007;8(1):37-42. 4. Bousquet J, et al. *Int Arch Allergy Immunol* 2010;153(4):395-402. 5. Bousquet J, et al. *Allergy* 2009;64:1516-1523. 6. Holmberg K, et al. *Allergy* 2009;64:1663-1670. 7. Demoly P, et al. *Ann Allergy Asthma Immunol* 2009;103:260-266. 8. Ortonne JP. *Eur J Intern Med* 2012 January;23(1):26-30. 9. Ring J, et al. *Int J Dermatol* 2001 January;40(1):72-76.

Aerius contains desloratadine. ©2012 MSD Consumer Care, Inc. All rights reserved. Level 4, 66 Waterloo Road, North Ryde, NSW 2113. RESP-1010959-0040 07/12 Saatchi & Saatchi Health MAER0025/PD



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Today in Pharmacy

TODAY'S Pharmacy Daily features a page of news, plus a page of the latest Health and Beauty products. Plus the issue also includes a front page wrap from Aerius which details its 24-hour non-drowsy hayfever and allergy relief product.

DON'T SIZZLE... WIN A SUNSCREEN PACK!



Everyday this week **PD** is giving two readers the chance win a sunscreen pack, courtesy of **Hamilton**. One of Australia's most trusted sun care brands, founded by pharmacist Milton Blake in 1932, Hamilton has been protecting Australians from the sun for over 80 years.

The prize pack includes x3 SPF 30+ sunscreens: Everyday Face Sunscreen (Hamilton's best selling product); Family Sunscreen Lotion (for the whole family); and Quadbloc (ideal for sports & 4hrs water resistant).

For your chance to win, be first to send in the correct answer to the daily question below to comp@pharmacydaily.com.au

How long has Hamilton been protecting Australians from the sun?

Congratulations to yesterday's winners - **Nial Wheate** from The University of Sydney, and **Joanne Campbell** from Macquarie Hospital.

Moratorium 2014 extension

THE moratorium on Cabinet deferrals of the listing of some new medicines on the Pharmaceutical Benefits Scheme has been extended to June 2014.

Speaking in the wake of the announcement, Medicines Australia Chief Executive Dr Brendan Shaw said the move represented a step

Want to be in a study?

RESEARCHERS at the University of Sydney are calling for community pharmacists in Sydney to participate in a study that aims to explore pharmacists views of patient safety management.

"Researchers at the Faculty of Pharmacy, University of Sydney, seek to gain an understanding of the views of community pharmacists on their role in preventing harm to patients from medicines," a statement from the researchers said.

"An understanding of these views will facilitate the engagement of pharmacists in patient safety initiatives, including reporting and learning programs," the statement added.

The study will see pharmacists participate in a semi-structured one hour interview which will explore patient safety management views and will reflect on one or two hypothetical medication error scenarios.

As a thank-you, participants will be entered into a draw to win a gift.

For details email Dr Romano Fois romano.fois@sydney.edu.au.

forward, but that it did not provide a lasting solution to a widely criticised policy issue.

"It's disappointing that the Government hasn't taken the opportunity to put this issue to bed," said Shaw.

"There is still no commitment from the Government to abandon deferring medicines for PBS listing deemed cost-effective by an expert evaluation committee," he added.

According to Shaw, because the moratorium applies only to medicines that will cost the PBS less than \$10 million a year, "uncertainty remains for the listing of other medicines on to the PBS".

"Australia is a country that can afford medicines for sick people and should be giving timely access to medicines a very high priority," he said.

"Deferrals mean patients are denied access to the medicines they need.

"The policy also creates uncertainty for industry and makes it harder for companies to bring new medicines to Australia, medicines that in many cases are already available and subsidised in other advanced economies," he added.

PBS Votrient listing

AUSTRALIANS now have access to another kidney cancer treatment option from this month, with the reimbursement of Votrient (pazopanib hydrochloride) via the PBS.

US Humira expansion

THE US Food and Drug Administration has expanded the approved use of Humira (adalimumab) to include treatment of moderate-to-severe ulcerative colitis in adults.

As such, the drug is now approved to control ulcerative colitis when immunosuppressant medicines like corticosteroids, azathioprine, and 6-mercaptopurine have not worked.

New AusPARs

THE TGA has updated its website with two new AusPARs for Axanum (aspirin/esomeprazole) and Zaldiar (tramadol hydrochloride/paracetamol).

See www.tga.gov.au.

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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.



Cleanse your face with QV

QV's new **Face Cleansing Wipes** have been designed to remove makeup and oil, and to leave skin moisturised, clean and refreshed. The wipes are strong enough to remove waterproof make-up, but are gentle enough for use on sensitive skin. In addition, the wipes are free from lanolin, fragrance and soap. They are also pH balanced and non-comedogenic, and have been both dermatologically and ophthalmologically tested. Key ingredients include Vitamin E and safflower oil.

RRP: \$6.99 (25 pack)

Stockist: 1800 033 706

Website: www.qvskincare.com



SISTER city.

Residents in the remote Scottish village of Glenelg are gearing up for a new family member, with the announcement that the city is set to get a sister city, 56 million kms away on Mars.

The Martian city has been named after Glenelg because the name is a palindrome, meaning that it is spelt the same forwards and backwards, and NASA's space rover Curiosity will visit the Glenelg area twice during its journey.

To celebrate its Mars sister, Glenelg is set to host a Space, Stars and Mars party on 20 October, coinciding with the first arrival of Curiosity onto the surface of the martian sister city.

NATURAL miracle?

Aussie expat living in London, Bernadette Cronin, is claiming to have bought a 'miracle image' loaf of bread at her local bakery in London.

Now when most people claim miracle images there is usually religious iconography associated with it, such as the image of the Virgin Mary in a slice of toast, however Cronin's bread was less lofty, instead being in the shape of her beloved homeland.

"I was shocked," Cronin said.

"I just bought a normal looking loaf.

"But after I sliced into it, there was my homeland staring right back at me," she added.

The bread (pictured below) has been heralded as a possible call to return back home, but Cronin is yet to comment on whether she will heed her loaf of bread's advice.



Pucker up with pink

Carmex has launched its first ever tinted lip balm, **Carmex Moisture Plus**. Crafted using soothing shea butter, protective Vitamin E and moisturising Aloe Vera, the soothing balm comes in stick format which is slanted (lipstick style) for easy, clean application. The bonus of the product is that it not only leaves lips nourished and protected, but also with a sheer pink tint. Perfect for summer, the balm also contains an SPF 15, but does not taste or feel like sunscreen. The product is also preservative free and has not been tested on animals.

RRP: \$8.99

Stockist: 07 5470 2708

Website: www.mycarmex.com.au

Solve tinea easily

SolvEasy Tinea Spray is designed to effectively combat tinea in just seven days. The spray's active ingredient is terbinafine hydrochloride, which works to remain in the skin and continue to fight infection for more than seven days after the application ceases. The great thing about this product is that it is a spray, so hands stay cream free, and also that it only requires one application per day for its seven day treatment period.

RRP: \$11.95 (16ml)

Stockist: 1800 033 706

Website: www.egopharm.com



Bathe with a designer body

Smelling of the scent of summer **Designer Brands** new **Coconut Bath and Body Range** includes a quintet of warm weather skin savers including: **Body Wash, Body Scrub, Body Lotion, Body Butter** (pump or tub) and **Hand and Nail Cream**. High in protective antioxidants Vitamin C and E, the range is enriched with protein-rich coconut oil, and is perfect for stressed skin which needs a little extra TLC. The products are also boosted with shea butter, to help soothe skin and aid it in retaining its moisture content, for smooth summer ready skin.

RRP: \$9.99 (Body Wash, Body Lotion, Body Scrub and Hand and Nail Cream), \$12.99 (Body Butter- pump or tub)

Stockist: 1300 765 332

Website: www.dbcosmetics.com.au

