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Diabetes review

THE Department of Health and Ageing has extended the due date for submissions to the Post Market Review of Products Used for Diabetes management to 15 Nov, in order to ensure sufficient time to facilitate input from all stakeholders.

Goodbye to PMS?

PMS may be getting its marching orders soon, after a study published in *Phytomedicine* found that an extract of the herb vitex agnus-castus (available under the brand name Premular) is the most effective dosage and preferred option to relieve the symptoms of premenstrual syndrome in women.

The multicentre, double-blind, placebo-controlled, parallel-group study included 162 females with PMS aged between 18 and 45 years.

During the study participants were randomised to either placebo or different doses of Premular over three menstrual cycles, with symptom severity assessed for irritability, mood alteration, anger, headache, bloating and breast fullness.

Study results showed improvements for the group on the normal dosage of Premular was superior in the reduction of all six individual symptom scores, compared to the placebo and smaller dosage groups.

Interestingly, a higher dose demonstrated no significant difference in reducing symptom severity compared to the normal Premular dose.

Overall after treatment with the normal Premular dose, 49% of all patients had no symptoms and 31% had mild symptoms.

Australians need a D break

ONE third of Australians say they are too busy to get outside during sunlight hours, according to a study by Ostelin.

Launched to coincide with World Osteoporosis Day on 20 October, the survey looked at responses from a nationally representative population sample of 1,006 Australians, and found that 40% of participants spent less than 15 minutes a day in sunlight during the winter working week.

Interestingly women over 40 were the worst offenders when it came to staying indoors, with almost 50% admitting to spending less than 15 minutes in the sun daily.

The study also found that for those who had never had a Vitamin

D test, 25% admitted they didn't even know it could be tested.

Meanwhile, more than one in ten said they'd only consider a Vitamin D test if they actually broke a bone.

The survey follows results from a study published in *Clinical Endocrinology* which found that one in three Australians are now Vitamin D deficient and that women are nearly twice as likely as men to be deficient.

Primary importance

THERE'S no primary health care relationship more important than that between general practitioners and pharmacists, according to the Pharmacy Guild of Australia.

The comments proceed next month's National Primary Health Care Conference where the Guild, PSA and AML Alliance will be examining ways to improve the partnership for GPs and pharmacists.

"Community health care is through general practices and pharmacies and it's the Medicare Local infrastructure and its capacity to join up the system that's going to change the health system for the better – for health professionals and for consumers," the Guild said in a statement.

"Through Medicare Locals, the health service parameters are broadening significantly and the opportunities for primary health care professionals, particularly arrangements between GPs and pharmacists to create team-based care, can only bring benefits to consumers," the Guild added.

For conference details [CLICK HERE](#).

New sterilisers

PHILIPS AVENT has launched two new sterilisers: the 3-in-1 and 4-in-1 electric steam sterilisers, for cleaning bottles, dummies and teats.

Webstercare win

WEBSTERCARE has won the First and Bronze Awards at the Packaging Council of Australia Awards 2012 for its new Personal Medication Planner product.

The Planner is lightweight, convenient, discreet and disposable, and protects medication from damage and light while storing between doses.

"The real uniqueness of this product is our software system the pharmacy uses to capture and produce all this detail including photos of the patient and the pills they are taking, Cautionary Advice Labelling as well as the patients full medication profile, all included in the pack while discreetly contained within the packaging," said Gerard Stevens, pharmacist and Managing Director of Webstercare.

"We are thrilled that these awards recognise how important and vital packaging is in the healthcare area," he added.

The Personal Medication Planner took out the First Place award in the Accessibility category and Bronze in the Health & Beauty category.

MEANWHILE, as a winner in the 2012 Australian Packaging Design Awards Webstercare is now eligible to submit their Personal Medication Planner entry into the WorldStar Packaging Awards for 2013, organised by the World Packaging Organisation (WPO).

Sedentary children

BY the age of ten children are accumulating six hours of sedentary time each day, according to research from Loughborough University.

During the study lead researcher, Dr Dale Esliger, found that kids accumulate 4.5 hours of sedentary time everyday between the ages of three and six years, after which there is a reasonably steady increase through to 18 years of age, and by the time they reach age 17-18 they are at nearly eight hours.

The increase in sedentary time is steepest between the ages of 11-13 years, Esliger found.

"Methods of counteracting the incline need to be developed, based upon an improved understanding of this phenomenon and its causes," he added.



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Events 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.

19-21 Oct: PSA Pharmacy Australia Congress, Melbourne Convention Exhibition Centre - www.psa.org.au/pac.

21 Oct: Senior First Aid and CPR; 9am - 4pm; PACE, Cornwall St Woolloongabba, Qld; visit www.pulsestart.com.au.

21 Oct: Primary Health Care Workshop; 10am-3.30pm; Mingara Club, Tumbi Umbi, Gosford, NSW; email guildclinical@nsw.guild.org.au.

21 Oct: Senior First Aid for Pharmacy; 9am - 3pm; North Sydney Leagues Club; email beryl.park@psa.org.au.

22 Oct: Personalised Medicine and Medication Management Review Case Studies lecture; 7.30pm - 9.30pm; Monash deanna.fischl@psa.org.au.

01-04 Nov: SHPA 38th annual conference - Medicines Management 2012, Canberra - mm2012shpa.com.

04 Nov: Primary Health Care Workshop; 10am-3.30pm; Batemans Bay Soldiers Club, Batemans Bay; email guildclinical@nsw.guild.org.au.

07 Nov: How to Conduct MedsCheck and Diabetes MedsCheck; 9am-1pm; The Pharmacy Guild of Australia, St Leonards, NSW; email guildclinical@nsw.guild.org.au.

11 Nov: Apply First Aid; Bathurst, NSW; NSW; phone 02 9966 9750.

21 Nov: Business Bites & Masterclass; Guild Building, St Leonards, NSW; phone 02 9966 9750.

Pharmacist pay dispute

CURRENT penalty rate provisions are negatively affecting Australian pharmacies, according to the Pharmacy Guild of Australia.

Detailing its penalty wage stance in a letter to the Senate Inquiry into the Fair Work Amendment (Small Business-Penalty Rates Exemption) Bill 2012, the Guild argued that as a result of the penalty rate provisions in the modern award 54% of pharmacies have decreased the overall hours to employees, and that in 39% of pharmacies, the proprietor is now working more hours.

The Guild took the figures from a 2011 survey of pharmacy owners, which also found that under the current award 34% of pharmacies have reduced or ceased trading on public holidays and were re-evaluating their Sunday trading hours.

"The growth of wages in the pharmacy sector is having a substantial impact on the operating costs of our members," the Guild

said.

In addition, the Guild argued that non-standard working time patterns are part of the community pharmacy setting, and enable pharmacy to provide healthcare to the community.

The Guild also highlighted the fact that between 70 and 80 percent of pharmacy income is derived from the PBS, meaning that it cannot increase prices (as per normal business practice) in order to offset the increase in the cost of wages.

The Bill under consideration was referred by the Senate for inquiry and report in August this year.

The Bill would amend the Fair Work Act 2009 to provide that a modern award must not require a business employing fewer than 20 full time employees in the restaurant and catering or retail industries to pay penalty rates to an employee unless they have worked more than 10 hours in a 24 hour period, or more than 38 hours total, in that week.

WIN A PURE THERAPY GIFT PACK



Every day this week **Pharmacy Daily** is giving readers the chance to win a Pure Therapy Gift Pack, valued at \$75, courtesy of **The Purist Company**.

Skin in distress will find a head to toe solution in

the Pure Therapy range, especially formulated for severely dry and sensitive skin prone to Eczema, Psoriasis and Dermatitis. Free from harsh chemicals such as Parabens, Sulphates, Mineral Oils and DEA, the range uses carefully selected ingredients which benefit skin. Created after years of research, the products are dermatologist tested to be non-sensitising, non-irritating and provide 24 hour moisture to the skin.

For your chance to win, be first to send in the correct answer to the question below:

What is in the ProNourish Complex® that's used in the Pure Therapy range?

Email your answer to comp@pharmacydaily.com.au

Hint! Visit www.purist.com

Congratulations to yesterday's lucky winner, **Marissa White** from **Friendly Care Pharmacy Booval**.

DISPENSARY CORNER

OBJECTS on Mars?

Scientists have discovered strange, black mystery objects on Mars.

The objects have been described as "little black flecks dotting the ridges, mostly on the sunny side, like sunbathing spiders".

According to speculation most believe the objects are geysers of CO₂, as they only appear in the summer months.

APOLOGY to males.

Feminine hygiene company Bodyform has responded to a complaint by a disgruntled male by issuing a video apology.

According to reports, Richard Neil aired his ire at the company on Bodyform's Facebook page writing "As a child I watched your advertisements with interest as to how at this wonderful time of the month that the female gets to enjoy so many things, I felt a little jealous," he said.

"Then I got a girlfriend, was so happy and couldn't wait for this joyous adventurous time of the month to happen... you lied!!

"There was no joy, no extreme sports, no blue water spilling over wings and no rocking soundtrack, oh no no... my lady changed from the loving, gentle lady to the little girl from the exorcist with added venom and extra 360 degree head spin," he added.

The company responded to Neill's complaint by posting a spoof video featuring an actress playing CEO Caroline Williams.

In the video Williams issues a heartfelt apology saying "We lied to you Richard and we want to say sorry. Sorry. What you've seen in our advertisements so far isn't a factual representation of events, you're right.

"The flagrant use of visualisation such as skydiving, rollerblading and mountain biking - you forgot horse riding, Richard - are actually metaphors, they're not real.

"There's no such thing as a happy period, the reality is, some people simply can't handle the truth," she added.