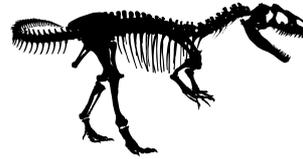


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## MSS tablet recall

THE TGA has warned that MSS Maximum Sexual Stimulant tablets pose a serious health risk, after testing revealed that they contain sulfohydroxyhomosildenafil, despite packaging claims that the product is a "revolutionary non-prescription 100% herbal sexual stimulant".

## Priceline set for expansion

AUSTRALIAN Pharmaceutical Industries is anticipating further strong growth in its Priceline Pharmacy network over the next year, with ceo Stephen Roche saying that the brand will be "an even stronger proposition for independent pharmacists" as the impact of PBS reform hits home.

He was speaking after Priceline Pharmacy won its first ever Highly Commended Award at the Australian Retailers Association annual Australian Retailer of the Year awards.

Roche said he was delighted that API's continued investment in the stores and the commitment

of franchisees and store staff to delivering a great experience for consumers has been recognised.

"We know, particularly when it comes to health, that people want service and the personal, professional advice that our pharmacists provide, and this is as important as the diverse product range and great value we offer across health and beauty categories," Roche said.

He said that as Priceline Pharmacy grows this would deliver even more benefits to franchisees through economies of scale.

He cited Priceline's "strong and differentiated" marketing campaign as a particular strength, which includes the appointment of Ita Buttrose as a Priceline Pharmacy Health Ambassador last year.

Other successes include the Priceline Sister Club loyalty program which now has more than 3.9 million members, as well as the Priceline Sisterhood which has raised over \$600,000 for charity since it was established in 2011.

## Student semi-finalists

SIX teams from four universities have been awarded places in the semi-finals of the Guild's National Student Business Plan Competition.

The finalist universities are Sydney University, the University of Qld, Qld University of Technology and RMIT University.

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## Packaging research

THE first study of the effects of the government's plain packaging tobacco reforms has shown they are working to put people off smoking, according to health minister Tanya Plibersek.

She said the study of over 500 smokers, which was commissioned by the Cancer Council of Victoria and was published this morning in the *British Medical Journal*, found that a majority of those smoking from plain packs perceived their cigarettes to be lower in quality.

They also tended to perceive their cigarettes as less satisfying than a year ago, and were more likely to have thought about quitting at least once a day in the past week.

"While tobacco companies haven't changed the formula of their products, we've had feedback from smokers saying their cigarettes taste worse," she said.

## Pharmacy for Sale

Sunshine Coast pharmacy available for partial or full sale.

Adjusted 2012/2013 net profit about \$550,000.

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## TGA annual charges

THE TGA has issued annual charges invoices for 2013-14, for all products entered on the Australian Register of Therapeutic Goods as at 01 Jul 2013, and applications for a Low Value Turnover exemption must be lodged before 02 Sep.

## APLF joins CPD cap chorus

PEAK pharmacy body, the Australian Pharmacy Liaison Forum has urged pharmacists to join the campaign against the government's \$2000 cap on deductible education expenses, by signing the online petition at the Scrap the Cap website [www.scrapthecap.com.au](http://www.scrapthecap.com.au).

The APLF, which includes SHPA, the PSA, the Pharmacy Guild, PDL, union group Professional Pharmacists Australia, AACP, the Australian College of Pharmacy, NAPSA, the Council of Pharmacy Schools Australia/NZ and the Australian Pharmacy Council, says that the cost to a pharmacist of meeting the mandatory CPD requirements for registration "may easily exceed the proposed cap".

"This is particularly true for pharmacists who must travel to access CPD activities that meet their individual learning needs, including pharmacists working in highly specialised areas," APLF said.

Intern pharmacists will also be affected, as they incur significant costs in undertaking their compulsory training program.

More than 18,000 people have already added their name to the petition, which will be sent to government and opposition ministers to express the widespread concern about the plan.

## Kaye on NPS board

NPS MedicineWise has confirmed the appointment of Debra Kay as a new member of its board.

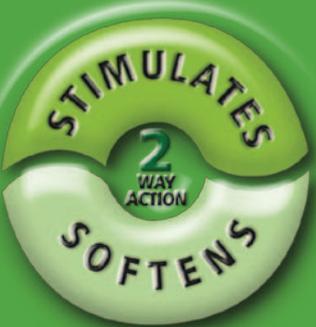
Taking up the role effective 12 Jul, Kay is highly experienced in public health training, policy and program implementation, and was formerly ceo of Asthma Australia.

## Dulcolax

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## Amoxil issues

ASPEN Pharmacare Australia says it has received numerous complaints about the reconstitution method of the new sugar-free formulation of Amoxil Paediatric drops.

According to an update issued to pharmacists yesterday, the current reconstitution method on the carton requires that the bottle be filled with water to a mark on the label.

Aspen says the volume of water is 18ml, and that the product may alternatively be reconstituted by loosening the powder and adding 18ml of water, then inverting the bottle and shaking well.

"We trust this method of reconstitution is more practical and acceptable," the company said.

## NordiPen recall

NOVO Nordisk Pharmaceuticals has initiated a recall for product correction of certain lots of its NordiPen device, which is a non-sterile re-usable injector pen used with 5mg, 10mg and 15mg Norditropin SimpleXx (somatropin) human growth hormone cartridges.

It's been identified that some users may have difficulty assembling the device, due to a minor design change to the shape of a component which could lead to increased resistance during assembly, causing the user to assume the pen is correctly assembled when it is not.

This in turn could lead to the patient injecting less medicine than the intended dose.

Novo Nordisk is undertaking design improvements and will replace all affected devices once unaffected stock is available, expected in Oct 2013.

## WIN A JAMIE DURIE'S SKINCARE PACK



Everyday this week PD is giving one lucky reader the chance to win a **People for Plants** pack - the latest skincare from celebrity gardener Jamie Durie.

Each prize pack includes the People for Plants Mist Toner, Day cream, Face scrub and Eye cream.

To win, be the first person to send in the correct answer to the question below to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**How many face oils are included in the People for Plants range?**

Hint: [www.peopleforplants.com.au](http://www.peopleforplants.com.au)

Congratulations to yesterday's lucky winner, **Elizabeth Treble** of **Plunkett Pharmaceuticals**.

## Feeling the pressure in today's changing landscape?

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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 [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)



### DISPENSARY CORNER

**WORKERS** at a McDonald's fast food restaurant in the UK are probably still cleaning up after a potentially major hygiene crisis.

The problem arose when a woman riding a horse was turned away when she attempted to order some takeaway via the drive-through kiosk.

The lady then led the animal inside the eatery, where it "ended up doing his business on the floor," according to a **BBC** report.

Police were called, with a McDonald's spokeswoman confirming that the woman was issued with a penalty notice for causing "alarm and distress".

"The health and safety of our customers and staff is our top priority, and for this reason we are unable to serve pedestrians, bicycle rides or customers on horseback via the drive-through," she added.

However the horseriding woman says she was surprised to get the fine, adding that she had previously taken her horse for a McFlurry "loads of times".

**SALES** of earplugs are set to plummet in Nepal, after a major crackdown on honking drivers in the city of Kathmandu.

Traffic police have declared a war on "high-decibel honking," and have this week fined many drivers and seized more than 1000 digital vehicle horns which had been specially modified to become even louder.

Cars with the loud hooters "have caused accidents, as pedestrians, distracted by the cacophony of blaring horns, bump into each other and the passing traffic," said a spokesperson for the Kathmandu Metropolitan Traffic Police.

Some vehicle manufacturers, including luxury marque Audi, have confirmed that they fit vehicles supplied in both Nepal and India with special horns because drivers there tend to honk much more than Audi owners in Europe.

### Derma e natural skincare is great for inflammation

Specialists in natural skincare solutions, Derma e, have developed soothing **Psorzema Crème and Body Wash** for people with severely dry and inflamed skin, due to eczema and psoriasis. The products combine several of nature's most effective healing ingredients. These include Neem, a detoxifying herb that promotes healing and calms inflamed skin; and Burdock root, which has phytochemicals that help destroy certain fungi and bacteria. These ingredients, combined with bearberry and chamomile, enhance Psorzema's soothing effect on the skin and are free of steroids or any coal or pine tars.

**Stockists:** Vitality Brands 1300 364 515  
**RRP:** \$28.95 Crème; \$15.95 Body Wash  
**Website:** [www.dermae.com.au](http://www.dermae.com.au)



### Skin-to-skin contact is critical from birth and beyond - think QV Cream

Human touch is powerful and magical events transpire when skin contacts skin. For infant massage think of QV Cream, a rich, protective moisturiser that contains squalane, a component of the skin's natural oil. QV Cream replenishes the skin and helps relieve dry areas. Much loved and trusted household name **QV Skincare** from Ego Laboratories is promoting QV Cream via a newly launched education campaign, called *kangaroo care*, to teach Australian families about the benefits of skin-to-skin contact between mother and baby immediately after and in the months following childbirth.

**Stockists:** 1800 033 706  
**RRP:** \$13.20 QV Cream 250gm tub; \$15.99 QV Bath Oil 500ml  
**Website:** [www.qvskincare.com.au](http://www.qvskincare.com.au)



### Revitalise weak and thinning hair with this new serum spray by Klorane

Botanical hair care pioneer Klorane has extended its Quinine range for weak and thinning hair in Australia with the launch of **Strengthening Serum Spray**, a patented formulation to effectively fortify hair. Many women suffer thinning, tired and limp looking hair following pregnancy, or because they are stressed or fatigued. With regular use, **Klorane Strengthening Serum Spray** can provide a much-needed boost to both their hair and their self esteem. The product is a unique complex, formulated with quinine, caffeine and Vitamin B5 to effectively boost hair renewal, hydrate hair and help it appear fuller and thicker.

**Stockists:** 1800 678 302  
**RRP:** \$32.95 125ml spray  
**Website:** [www.klorane.com.au](http://www.klorane.com.au)



### Quench your thirsty skin with hydraluron

From Indeed Laboratories, creator of award winning skin care comes a facial moisture boosting serum that starts where your moisturizer stops. Containing the purest hyaluronic acid, **hydraluron** acts as a "refreshing drink of water that ultimately rescues your skin". The manufacturer says that the result is better hydrated, more radiant, youthful, plumped up skin. With consistent use, hydraluron is claimed to increase the skin's ability to retain moisture over time. And the hyaluronic acid used is 100% free from animal-derived raw materials and organic solvent remnants.

**Stockists:** 02 8709 8800  
**RRP:** \$34.99 30 ml  
**Website:** [www.indeedlabs.com](http://www.indeedlabs.com)

