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Tuesday 19 Nov 2013

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MS tablet onto PBS

AUBAGIO (teriflunomide) has been confirmed for PBS listing effective from 01 Dec, providing a new reimbursed treatment option for multiple sclerosis patients.

Aubagio is a once daily tablet indicated for patients with relapsing forms of MS to reduce clinical relapses and delay the progression of physical disability.

Earlier access urged

AN expert group convened by the UK Medicines and Healthcare products Regulatory Agency has called for "greater uptake of existing legal flexibilities" which would accelerate patient access to innovative medicines.

The group is urging "adaptive licensing" as part of an ongoing commitment to innovation, to help developers of new medicines navigate regulatory processes.

Swisse global partnership

AUSTRALIAN complementary medicines supplier Swisse Wellness has today announced a landmark collaboration with an offshoot of Proctor & Gamble which will see its products available through a worldwide network of stockists.

The deal is with PGT Healthcare, a joint venture of P&G and Teva Pharmaceuticals, which distributes products including Metamucil and Vicks through outlets including the Boots pharmacy chain in the UK, Watsons in Asia and French supermarket group Carrefour.

The partnership intends growing its range of more than 100 vitamins, minerals and supplements (VMS) over the next few years, combining the deep go-to-market expertise of PGT with Swisse's portfolio and marketing model.

Swisse Wellness says it's been the fastest growing OTC company in the

world in the last five years and has led the VMS market in Australia.

Swisse Wellness products are currently promoted in Australia, NZ and the US, with today's deal seeing it enter as yet untapped markets in Europe, Asia and Latin America and more than 20 other countries by the end of the decade.

Melbourne, Australia will remain the global headquarters of Swisse Wellness – where the company began and has operated from its inception in the 1960's.

The global expansion is expected to result in more Aussie jobs too.

Swisse says the licensing deal will create a new global 'megabrand' with the aim of replicating the company's success in Australia "to become one of the leading players in the \$80 billion global VMS market".

"We are delighted to be partnering with Swisse Wellness," said PGT Healthcare ceo Briain de Butleir.

"Their track record of growth in Australia is truly exceptional."

Swisse Wellness Chief Executive Officer Radek Sali is likewise thrilled at the landmark agreement, saying "this is a wonderful moment in our company's history.

"We are pleased that the success of our business and strength of the brand in Australia has led to this global opportunity," he added.

Victorian Premier Denis Napthine said the announcement was another example of a great Victorian business demonstrating its global capabilities.

"The expansion of the Swisse HQ in Collingwood to double its size over the next few years shows that advanced manufacturing in Victoria is alive and well and growing across high-quality, well-designed consumer products," he said.

Sustainable HCP force

AT Health Workforce Australia's annual conference, the focus is on managing a sustainable health workforce in the face of skyrocketing health costs and a shortage of health professionals in the next decade.

The conference, titled *Skilled and Flexible 2013: The health workforce for Australia's future*, is looking at how things can be done differently to fulfil future demand.

Over 650 people are attending the meeting taking place this week.

"Since we installed our Rowa Vmax® last December, we have been able to better utilise the resources of our qualified staff. This, combined with other changes we have made, has led to a substantial increase in revenue being generated from Pharmacy Practice Incentives".

David Heiner

Proprietor of Range Pharmacy, Toowoomba

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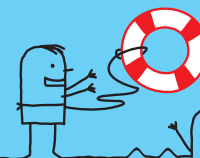
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Guild Update

Chemotherapy

LAST week in Federal Parliament, the Minister for Health Peter Dutton announced that the Coalition will be ensuring that the chemotherapy funding issue is addressed so that services to cancer patients are not put at risk.

The interim \$60 per infusion funding provided by the previous Government to address the chemotherapy shortfall runs out on 31 December.

It is imperative that the funding to address the chemotherapy shortfall is not sourced from the Community Pharmacy Agreement.

This is not part of the current Agreement and the genesis of the shortfall stems from a Budget measure in 2008, entirely separate from the Agreement.

It would be inappropriate and unacceptable to ask Australia's 5,200 community pharmacies to foot the chemotherapy bill.

We have made this position clear to Minister Dutton and the Prime Minister's office. We will continue to reiterate it strongly as the Government formalises the position foreshadowed by the Minister.



The Pharmacy Guild of Australia

DDS targets men's skincare

TAPPING into the "rapidly growing and highly lucrative" men's skincare category, Discount Drug Stores (DDS) is launching Olympic gold medallist Michael Klim's *Milk & Co* range in all 116 of its stores.

One of the strongest categories in 2012, with a current value growth of 3%, according to Euromonitor International, Discount Drug Stores says it's looking to cater to the rising number of Aussie men whose skincare routines no longer rely on just water and soap.

"Michael Klim is an Australian icon whom many men look up to, which is one of the key reasons we believe *Milk & Co* will be a strong seller for Discount Drug Stores" Merchandise Manager at DDS Adam Goss said.

"I think men will prefer to purchase a product that is not only used by, but that is made

by a fellow Aussie, over the big international brands."

The range now includes baby and women's skincare products as well, with Klim to launch the range personally in six Brisbane DDS pharmacies.

Everolimus for HER2+

THE RGH E-Bulletin for this week looks at the use of everolimus for the estimated 220,000 Australian women with HER2+ breast cancer.

The bulletin refers to the *BOLERO-2* study which in 2012 evaluated the efficacy and safety of combinations of everolimus and exemestane in patients with hormone receptor positive breast cancer that was refractory to non-steroidal aromatase inhibitors.

CLICK HERE to access the bulletin.



DISPENSARY CORNER

PHYSICAL activity is good for you, even if it's somewhat unusual.

A 30-year-old Japanese man has set a new world record for travelling 100m on all fours.

Kenichi Ito did the dash in just 16.87 seconds, shaving 0.5s off his previous record set in 2012.

Ito is a massive fan of moving around on his hands and feet, having studied how primates move for the last decade.

He's hoping that racing on four limbs will one day become an official Olympic event.

He wore special racing gloves to accomplish the feat, and is pictured below celebrating with the official Guinness World Records commemorative certificate.



AND while we're on the subject of athletic excellence, a 67-year-old woman has successfully completed an Iron Man competition - despite losing a leg several years ago.

Karen Aydelott managed the Arizona triathlon in just over 16 hours, with the effort including a 4km swim, a 180km bike ride and a full 42km marathon.

The veteran athlete has competed in similar events before having her limb amputated, and said that these days "instead of trying to win you focus on finishing".

WIN A PLUNKETT'S PACK

Every day this week *Pharmacy Daily* is giving two lucky readers the chance to win a **Plunkett's** Aloe Vera pack.

Get Fresh Summer Skin with Plunkett's Pure Aloe Vera!

Plunkett's Pure Aloe Vera is now available as a moisturiser for everyday use. This light, refreshing cream is 90% pure certified organic aloe vera plus the restoring goodness of natural Vitamin E. Aloe Vera is "Nature's Medicine Plant" and is renowned for its cooling, soothing and moisturising properties. These Australian-made products do not contain fragrance, colour, parabens or alcohol.

To win, simply be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.



In which country are Plunkett's products made?

Congratulations to yesterday's lucky winners, **Kaye Hazel** from **Angel Medicine** and **Juliana Kobryn** of **Blooms the Chemist Springwood**.
The correct answer was **Vitamin E**.

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