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## Soy and Alzheimer's

SOY consumption may be a significant contributor to Alzheimer's dementia and "cannot be excluded as a possible contributing cause," according to new research published in *Medical Hypotheses*. **CLICK HERE** to read.

## National Convention & Exhibition '14

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## KEYNOTE SPEAKER Todd Sampson



Gruen Transfer panelist  
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Co-creator of Earth Hour

## SAVE THE DATE! Registrations open soon

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[guildevents@nsw.guild.org.au](mailto:guildevents@nsw.guild.org.au)

[www.nswpharmacy-nce.com.au](http://www.nswpharmacy-nce.com.au)

## Pharmacist asthma advice

PHARMACISTS have been identified as a possible alternate source of advice about available asthma medications for patients.

A summary published this week of the stakeholder forum which was held in November detailed the various views of attendees on the post-market review of Pharmaceutical Benefits Scheme medicines used to treat asthma in children.

The review is being conducted by the Department of Health, following the Paediatric Medicines Advisory Group's finding that 40% of children supplied with a fixed dose combination product had not first been prescribed a single ingredient product.

The review was recommended to ensure the medicines were being used safely and appropriately and a draft report was due this year, the Department of Health said.

The summary document said pharmacists "could be acknowledged as an alternate and readily accessible source of advice for asthma patients and families on available asthma medications."

Other views expressed at the forum included that an apparent high use of preventer medications showed that education of health professionals and consumers needed to be given high priority, and the challenges associated with this were acknowledged.

The National Asthma Council Australia (NAC) welcomed the review, and took part in the forum, ceo Kristine Whorlow said.

Pharmacists were an "essential"

part of the asthma management team and contributed to the Australian Asthma Handbook, Whorlow said.

"Pharmacists are able to provide advice on inhaler technique as well as on the role of asthma medications.

"They play an integral part in asthma management."

NAC was concerned about reports of inappropriate prescribing of inhaled corticosteroids (ICS) and ICS/long-acting beta agonist combination inhalers for children, which should only be used for the 5% of children with persistent asthma, and NAC wanted asthma to be managed according to the latest edition of the Asthma Handbook, she said.

The Pharmacy Guild of Australia said it was always keen to see a recognition and utilisation of the skills and expertise of pharmacists.

Progressing targeted services would require appropriate funding and so a commitment from a body such as the Government, a spokesman said.

The Woolcock Institute of Medical Research has asked pharmacists to help with education around inhaler technique for asthma patients (see page 2).

To read the summary, **CLICK HERE**.

## PDL director

FRED IT Group ceo Paul Naismith has been appointed to PDL as the Victorian director, with John Guy becoming the professional officer for the organisation.

## New PSA ceo

THE Pharmaceutical Society of Australia (PSA) has a new ceo in Dr Lance Emerson.

Emerson will begin on 14 May and replaces Liesel Wett, who left last month to take up a role as ceo of Pathology Australia.

Emerson was previously the ceo of the Australian Research Alliance for Children and Youth, a role he held since 2007, and prior to this was director of professional services at the Pharmacy Guild.

PSA national president Grant Kardachi said Emerson had been pivotal in securing funding for the Community Pharmacy Agreement programs and projects when he was with the Guild, and his experience would be a great asset to PSA program delivery areas and other work.

Emerson said he would build on the PSA's aim of improving health outcomes for all Australians.

## Prescriber bag supply

THE Department of Human Services is reminding pharmacists that prescriber bag supplies, or medicines available to supply free of charge for emergency use, can be ordered by practitioners who have a prescriber number.

A Prescriber Bag Supplies Order Book is needed to get pharmaceutical benefits for emergency use and the 2014-16 book can be ordered by completing a request form in the Emergency Treatment Supplies Order Book 2012-14 and posting it.

For more, **CLICK HERE**.

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## WHO polio emergency

**THE** World Health Organisation (WHO) has declared the recent spread of polio a public health emergency of international concern.

From the start of the year to April, the virus had been spread from Pakistan to Afghanistan, from Syria to Iraq and from Cameroon to Equatorial Guinea.

“Although outbreaks have been an expected risk in global eradication, the Committee deemed consequences of further international spread to be particularly acute at this moment, with several countries with complex humanitarian emergencies or other major challenges bordering these infected countries.

“As we enter the high transmission season for wild poliovirus, a coordinated international response is essential to raise immunity and stem the spread of the virus.”

## Research awards

**NOMINATIONS** are open for Research Australia's annual awards, celebrating those who made significant contributions to the health and medical research industry.

It has partnered with GlaxoSmithKline once again to present the GSK Award for Research Excellence which grants \$80,000.

Diabetes Australia will be offering a grant worth \$50,000.

Nominations close on 01 Jul with the awards announced on 05 Nov.

[CLICK HERE](#) to nominate.

## Multiple inhaler failure

**RECENT** research released on World Asthma Day yesterday by the Woolcock Institute of Medical Research in Sydney has revealed that while most people think they're using their medication effectively, they are actually making multiple errors.

The Institute warns that many of Australia's two million asthmatics are damaging their health and their hip pocket as well as increasing the healthcare burden for the country's more than \$300m asthma medication budget.

“That is an awful lot of people who are potentially endangering their health as well as wasting both their medication and their money,” Woolcock Institute inhaler specialist Associate Professor Sinthia Bosnic-Anticevich said.

While the cross-sectional study of 200 patients found that 73% believe their inhaler technique is 'good' or 'excellent', the study revealed that all 200 patients made two or more errors in their inhalation technique and 72% made at least five errors.

Typical mistakes were holding it inaccurately, inhaling at the wrong time, or using old, broken or empty devices and just 5% had had their inhaler technique checked by an health care professional in the last 12 months.

The results are consistent with other research from the Institute demonstrating 90% of patients misusing the devices.

The Woolcock Institute is using World Asthma Day to ask pharmacists and doctors to offer

a few minutes of simple inhaler technique education to each patient.

“Talking about it is not enough,” Bosnic-Anticevich said.

“Physical demonstrations are needed with a placebo inhaler to ensure that they really understand.

“Studies have shown that improving inhaler technique can improve asthma control and reduce symptoms.”

## New API director

**AUSTRALIAN** Pharmaceutical Industries Limited (API) has announced Ken Gunderson-Briggs as an independent director, as well as a new member of the Audit and Risk Committee.

Gunderson-Briggs will replace Miles Hampton, who retired at the January annual meeting.

He has also been a board member of Harvey Norman Holdings, serving on the company's Audit, Remuneration and Nomination Committees, and is a Fellow of the Institute of Chartered Accountants.

## LDL migrates cancer

**RESEARCH** published in *Cell Reports* this year discovered an important mechanism for the migration of cancer cells in the form of mediation by low-density lipoproteins (LDL), commonly referred to as 'bad cholesterol'.

The multicentred study involved not only University of NSW researchers from the Faculty of Pharmacy, but QUT Brisbane, The Garvan Institute in NSW as well as centres in Greece, Spain and Germany.

[CLICK HERE](#) to read the paper.

## TGA adds Avastin

**THE** Therapeutic Goods Administration has designated Bevacizumab (Avastin) as an orphan drug.

The concentrated injection from Roche Products is listed for the treatment of persistent, recurrent Stage IV carcinoma of the cervix.

Orphan drugs are intended to treat, prevent or diagnose a rare disease.

For more information, [CLICK HERE](#).

## WIN LA CLINICA BABY PRODUCTS

Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a set of **La Clinica's Organic Baby Range Products**, valued at \$72 each.

Formulated with Silica Spring Water, certified organic plant ingredients of Chamomile and Calendula, LA CLINICA's Baby Soothing Lotion will leave your baby's skin feeling smooth and soothed.

This lotion is suitable for use on irritated, inflamed and sensitive skin on any part of the baby's body. The inclusion of the natural ingredient Boswellia is ideal in the skin's soothing and healing regime.

For more information on the product go to [www.laclinica.com](http://www.laclinica.com)

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

What do La Clinica Organic for Baby products not contain?

Congratulations to our lucky winner **Genevieve Bond**, from **Aspen Australia**.



**Pat Farmer**  
ultramarathon runner  
**HIVITA** ambassador  
follow his run for  
peace in the middle east

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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)

### The pharmacy exclusive Microlife A200AFIB

Pharmacy is set to play a major role in potentially reducing community stroke risk, with the introduction of new technology to specifically assess the two greatest risk factors for stroke: elevated blood pressure and atrial fibrillation. The range of **Microlife** blood pressure monitors with **AFIB technology** has been welcomed by medical experts who describe pharmacy screening as an "important way to identify many of the 100,000 Australians with undiagnosed atrial fibrillation". Ask about the pharmacy-only deal.

Stockist: 1800 252 467

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### Wagner Ester-C 1000mg + Bioflavonoids - a longer-lasting Vitamin C



**Wagner Ester-C 1000mg + Bioflavonoids** provides a unique, longer-lasting vitamin C form that's non-acidic and stomach-friendly. It's made using a patented process that results in a vitamin C form that the white blood cells absorb quickly and may help to increase vitamin C levels faster. Ester-C is a researched form of vitamin C that supports natural immunity around the clock. The combination of vitamin C and citrus bioflavonoids provides powerful antioxidant support and may also provide symptomatic relief and treatment of upper respiratory tract infections, reduce the duration and severity of colds and protect the body from the damaging effects of free radicals.

Stockist: 1300 360 077

RRP: \$29.99 for 90 tablets, \$49.99 for 180 tablets

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

### Sally Hansen Big Matte and Big Shiny Top Coat

Two new innovative top coats that bring extra dimension and style to your nail color. Use just one top coat to transform your Sally Hansen manicure with **Sally Hansen Big Matte Top Coat** or **Sally Hansen Big Shiny Top Coat**. **Big Shiny Top Coat**: Enhance, compliment and protect your favorite nail creations. The quick-drying top coat is fortified with an acrylic polymer complex that resists chipping and gives your manicure a long lasting, high gloss finish. **Big Matte Top Coat**: This quick-drying top coat is perfect for adding an extra edge to any nail look. Fortified with mattifiers that instantly transforms any manicure into a velvety, matte finish, use with any shade to create a smooth matte finish for a manicure with a "big attitude".

Stockist: 1800 812 663

RRP: \$12.95

Website: [www.cotyinc.com](http://www.cotyinc.com)



### Does a baby really need moisturiser? Answer: YES!

According to Michelle Vogrinec, Aussie mum of three and creator of natural & organic baby skincare range, **GAIA Natural Baby**, "A baby's skin is thinner than adult skin and has not yet developed its barrier functions making it more sensitive and susceptible to moisture loss. In winter, heating changes in temperature and blustery winds can make skin even more susceptible to dryness and irritation. **GAIA Natural Baby's Moisturiser** is made from natural and organic nourishing oils and extracts like shea butter, cocoa butter and evening primrose oil and is free from parabens, petrochemicals, mineral oil, lanolin and artificial fragrance to leave your baby's skin extra soft, smooth and smelling divine!"

Stockists: 03 9703 1707

RRP: \$11.50

Website: [www.gaiaskinnaturals.com](http://www.gaiaskinnaturals.com)



### DISPENSARY CORNER

**REMOTE** pet-care gadget.

If your cat gets lonely while you're dispensing, a US inventor may have the gadget for you, that remotely plays with your cat while you're away.

Hoping to raise US\$30,000 to launch his 'kitty' device, *Orange News* reported that Lee Miller was pledged more than US\$150,000 within three days.

Kitty can talk to the pet as you talk into your iOS or Android device and even dispense the occasional treat, the publication reported.

**CAREFUL** what you eat.

We all know pharmacists can study nuclear pharmacy - not so run-of-the-mill is getting radioactive therapy at your local supermarket.

UK authorities have reported more than 2,000 cases of imported foods that posed a "serious risk to human health," including radioactive mushrooms, the *Telegraph* reported.

Other worrying foods include poisonous swordfish steaks and energy drinks laced with arsenic, with the UK coming in second only to Italy as a top venue for dodgy imports, according to the volume of warnings via the Rapid Alert System for Food and Feed, the publication reported.

The reported alerts are pretty disgusting - from mangos with high lead levels, to rice infested with "saw-toothed grain weevils" to...well, let's just say the faint of heart shouldn't **CLICK HERE** for more extreme examples.

**LUCKY** for some.

Apparently, the world could see its first trillionaire within 25 years, and no surprises, Bill Gates is expected to take the crown.

This is according to the *Telegraph*, while Credit Suisse believes there will be 11 within two generations.

It's all very well having billions but they all have to come in for Imodium, same as anyone.