

17 December 2015

Subject: Ego Pharmaceuticals Independent Tests Show SunSense Exceeds SPF Requirements**From: Dr Kerry Greive (PhD), Scientific Affairs Manager at Ego Pharmaceuticals****To: Valued Pharmacy Customers**

We condemn claims made by Choice that a SunSense product didn't meet its SPF claims. After independent retesting of the same batch, SunSense Sport SPF 50+ has returned results with an SPF greater than 60.

When Choice contacted us to say they were sending their results to the media we immediately commissioned retesting on the identified batch at an independent FDA accredited laboratory which is well respected for providing reliable and consistent results.

The results were received today, which returned an SPF greater than 60, both static and post immersion, which also supports its four hours water resistance claim (immersion was not tested by Choice). This supports the certification for SunSense Sport SPF 50+ that is held in support of our registration with the Therapeutic Goods Administration (TGA) and unequivocally counteracts these recent claims.

These independent results are consistent with the vast number of SPF tests that were conducted during our product development. SPF testing is a highly specialised form of clinical testing so it's very important to have consistency and reproducibility.

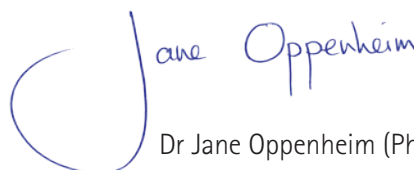
Our world class A1 rated manufacturing facility in Australia is licensed by the TGA. All of our sunscreen manufacturing methods are fully validated in compliance with the requirements of Good Manufacturing Practice (GMP). This ensures the quality and reproducibility of our processes to prevent any risk of changes between batches.

Australia has one of the highest incidences of skin cancer in the world and reports like this are extremely concerning as it is imperative that Australians are not discouraged from using sunscreen to protect against UV damage.

We stand by our SPF claims. You and your customers can be assured that the quality of Ego's products is not in any way compromised. We are for healthy skin, first and foremost and we support Australian Pharmacy.



Dr Kerry Greive (PhD)
Scientific Affairs Manager
Ego Pharmaceuticals



Dr Jane Oppenheim (PhD)
Scientific & Operations Director
Ego Pharmaceuticals

Today's issue of PD

Pharmacy Daily today has two pages of news, a cover page from **Ego Pharmaceuticals** plus a full page from **Corum Group** promoting LOTS ONE.

Ego SPF assurance

EGO Pharmaceuticals has blasted claims made by consumer group CHOICE that one of the company's SunSense products didn't meet its SPF claims (see the **cover page**).

Last weekend CHOICE published an article detailing testing of a small sample of sunscreens from various brands including SunSense.

Following the story, Ego undertook independent retesting of the same batch and found that its SunSense Sport SPF50+ returned results with an SPF greater than 60.

Ego Scientific Affairs Manager, Kerry Grieve, said the retesting was undertaken at an FDA accredited laboratory and also included static and post immersion results which also supported Ego's four hours water resistance claim.

Grieve said the results from the highly specialised form of clinical testing "unequivocally counteracts these recent claims".

"We stand by our SPF claims... customers can be assured that the quality of Ego's products is not in any way compromised," she said.

Apr PBS price reductions

HUNDREDS of items listed on the Pharmaceutical Benefits Scheme will have their prices reduced by as much as 39% on 01 Apr 2016, with the health department yesterday detailing the next cycle of Price Disclosure Reductions.

The 2016 April Cycle is the first to incorporate measures introduced under the government's PBS Access and Sustainability Package, including flow-on reductions for F2 combination items and the 'No Reduction Items - Low Volume/Low Discount' measures.

Almost 70 molecules are affected by the changes, with the biggest drops affecting celecoxib (down 38.6%), topotecan (down 30%), olanzapine (down 24%) and clopidogrel (also down 24%).

Atorvastatin drops by a further

15%, with the average ex manufacturer price from 01 Apr declining to \$4.92 for 40mg tablets.

Rosuvastatin drops 18% and lamotrigine is down 21%.

Responsible persons wanting to dispute the price drops have until 5pm AEDT on 23 Dec to lodge any questions or concerns, with indicative prices including price to pharmacy, Dispensed Price for Maximum Quantity and price premiums to be published by late January.

Final prices will be available from early March, the PBS website says.

For the full list of outcomes from the 2016 April PBS price disclosure cycle see pbs.gov.au.

FIP anti-smoking

THE International pharmaceutical Federation (FIP) has published a new guideline, 'Establishing tobacco-free communities: a practical guide for pharmacists'.

The new document "aims to make visible the contributions of pharmacists" when supporting people to live a smoke-free lifestyle, and includes helpful hints for pharmacists to assess a person's nicotine dependency, readiness to quit and follow-up plans.

"Pharmacists are supporters and facilitators of the entire smoking cessation process," said Mrudula Naidu, who contributed to the development of the document.

"This is of huge value in providing much needed continuous support to people who have decided to be healthier."

IF YOUR CUSTOMERS ARE TAKING A COURSE OF ANTIBIOTICS

a probiotic such as Inner Health Plus may assist in maintaining the balance of good bacteria.

INNER HEALTH PLUS

Always read the label. Use only as directed.

SHPA technicians

THE Society of Hospital Pharmacists of Australia (SHPA) says it is keen to further develop new and advanced practice roles that support provision of integrated care and to that end is intending to develop and expand the scope of practice of support roles such as pharmacy technicians & assistants.

Consequently the SHPA has announced the 'Pharmacy Technician / Assistant Role Re-design Within Australian Hospitals Project', which will define the current roles of pharmacy support staff, identify potential future roles for them and, in consultation with key stakeholders, re-design the role to meet an expanded scope of practice in line with international standards.

The SHPA is calling for expressions of interest from members who are experienced practising pharmacy technicians/assistants to join the steering committee for the project.

Submit your application with your curriculum vitae and a one page statement outlining why you would like to join the committee and defining the skills you could bring.

Go to www.shpa.org.au for more.

EMA Obizur support

IN WHAT may become a common ruling for complicated medicine regimens, the European Medicines Agency (EMA) has ordered the marketer of Obizur (susoctocog alfa) to provide health care professionals expected to prescribe or dispense the product with an educational package to ensure that the medicine is dispensed correctly.

No more wet beds with the...

Dry Night Trainer

Children's Bed-Wetting Alarm



Bed-wetting alarms:

- Use behavioural techniques to train children out of bed-wetting
- Help to condition a child to become aware that their bladder is full and should wake up to go to the toilet
- Can help children become dry and stay dry

The alarm includes:

- 3 interchangeable wristband faces
- Velcro strap & cable tidy
- Audio alarm with four adjustable volume settings

Suitable for boys & girls ages 5+ years

For more information contact your JA Davey representative or call us on 1800 010 891 or visit www.tenscare.com.au



Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

CRUISE

WEEKLY

Sponsored by *Cruise Weekly*
your FREE cruise newsletter
Subscribe now
www.cruiseweekly.com.au

Pan Pacific Escape

REJUVENATE your body, mind and soul at one of Pan Pacific Hotels and Resorts locations worldwide.

Bookings made under the "Pacific Escape" promotion up until 28 Feb 2016 will attract complimentary breakfast for two and complimentary Wi-Fi.

The deal applies to 16 participating hotels and resorts in Australia, Bangladesh, Canada, China, Indonesia, Philippines, the USA and Singapore, with some locations offering 15% saving on dining and spa as well.

Go to www.panpacific.com.

Tahitian Affair cruises

LUXURY small ship cruise operator Island Escape has an exciting new \$1,500 Tahiti Package offer for those seeking the ultimate Polynesian break.

A new program of 7-night and 10-night cruises comes complete with transfers in Papeete and to the cruise port, one night in a standard room at Intercontinental or similar and return domestic flights to and from Bora Bora, representing a potential saving of NZ\$750.

International flights are not included and need to be booked separately.

Offer is open until 31 Mar 2016 - see your travel agent for details.

Diabetes society launched

PRIMARY Care Diabetes Society of Australia (PCDSA) is the name of a new diabetes organisation to spring from concerned health care professionals in Australia.

The not-for-profit society was announced yesterday by the University of Melbourne as a support mechanism for primary health care professionals across different disciplines to deliver high quality clinically effective care, in order to improve the lives of people living with diabetes.

University of Melbourne Department of General Practice Associate Professor Mark Kennedy said most of the one million people living with diabetes receive their care in primary care, but there is no primary care-based multidisciplinary society to support those health care practitioners.

"Australia has a number of organisations that represent parts of the diabetes therapeutic community," Kennedy said.

"All of these are vitally important in their own right but don't represent the multidisciplinary nature of diabetes in primary care."

"The Primary Care Diabetes Society of Australia will be a unique and leading voice for all

professionals working in primary care who are intent on improving standards."

The main focus of the new society will be education, with the online publishing of a quarterly journal and the first annual conference being held in Melbourne on 30 Apr next year.

Membership of the PCDSA and access to the online journal is free for health care professionals who manage diabetes, with details at www.pcdsa.com.au.

New vaccine facility

GSK Australia has opened a new pilot vaccine facility within its Boronia site for manufacture of a vaccine trialling a new Australian-designed production technique.

The key objective is to reduce manufacturing and vaccination costs with the ultimate goal of helping children in developing countries gain more ready access to potentially life-saving vaccines.

Assistant minister for science Karen Andrews officiated at the opening of the \$7.7m investment which is supported by a \$1m govt grant through the Manufacturing Transition Programme.

WIN WITH KEY SUN

This week Pharmacy Daily and Key Sun are giving away every day a prize pack of 2 x Key Sun Sunmilk.

Key Sun Sunmilk Coconut SPF50+ Spray is a high protection sunscreen offering broad spectrum protection from UVA and UVB in an easy to use spray bottle. Thereby protecting against premature skin-ageing, skin reddening and sunburn. Key Sun Sunmilk Coconut SPF50+ is 4 hours water resistant. Visit www.keysun.com.au

To win, be the first from SA or NT to send the correct answer to the following question to comp@pharmacydaily.com.au

Fill in the blank: All Key Sun Zinke products are made in _____.

Congratulations to yesterday's winner, Vahid Mohebat from Main Street Pharmacy.



DISPENSARY CORNER

BRITAIN'S National Health Service (NHS) has hooked up with popular dating app Tinder to raise awareness of the importance of organ donation.

Over the next fortnight, users will be encouraged to 'swipe right' and sign up to the NHS organ donor register.

Bespoke profiles have been created for the app's high-profile members, which includes the likes of Olympic gold medallist Jade Jones, Gemma Oaten from TV show *Emmerdale* and UK reality star Jamie Laing.

Users who match with these profiles will receive a message that says: "if only it was that easy for those in need of a life-saving organ to find a match".

THE Force is clearly strong among a group of Melbourne doctors, who found that they were better at detecting signs of bowel cancer while listening to music from the movie *Star Wars*.

Based on the results of 103 colonoscopies performed on human subjects (no droids or ewoks were harmed as part of the experiment), the five endoscopists observed they had a slightly higher change of picking up on polyps or benign tumours if the examinations were conducted with *Star Wars* background music.

"Akin to Luke Skywalker's destruction of the Death Star despite being pursued by Darth Vader and TIE fighters, we trusted the force to guide us through the murky colonic waters to locate and destroy polyps," they wrote in the *Medical Journal of Australia*.



Pharmacy Daily is Australia's favourite pharmacy industry publication.

Sign up free at www.pharmacydaily.com.au.

Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Travel Daily group of publications.

Publisher: Bruce Piper info@pharmacydaily.com.au

Reporter: Mal Smith

Contributor: Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

Advertising and Marketing: Magda Herdzyk advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

Travel Daily

CRUISE
WEEKLY

travelBulletin

business events news

Pharmacy
DAILY

Travel
Daily

Build a better business with

CORUM **LOTS** one

Give your pharmacy a competitive edge with the faster, more reliable LOTS ONE upgrade.



Faster
overall system
response times



Reliable
more stable database
thanks to MS SQL



**Faster
Dispensing Times**
Twice as fast



**Lets you Process
Sales Faster**
Twice as fast



**Faster End of Day
Reporting Times**
10 times faster



**Faster Point of
Sale Search**
6 times faster



**Faster Run
Claim Report**
6 times faster