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## Rego renewals

**PHARMACISTS** are being urged to ensure their contact details are up to date with the Australian Health Practitioners Regulation Agency, with renewal reminders set to be sent to registrants shortly before the deadline of 30 Nov.



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## Pfizer Direct goes digital

**PFIZER** Direct will move to electronic ordering only via the iStore online portal or the customer's Point of Sale (POS) system effective 09 Nov this year and will no longer provide invoices with goods, said the company in a statement.

With 95% of customers currently placing orders online a PDF copy of the invoice will be sent via email to the customer's nominated email address and can also be accessed at [www.pfizerdirect.com.au](http://www.pfizerdirect.com.au) the day after an order is placed, Pfizer said.

Additionally, from Monday 12 Oct operating hours for Pfizer Direct customer service will be 9am-5pm Australian EST, Monday to Friday, with stock deliveries on Monday to Friday.

For customers in Western Australia, phone support for order

tracking, issue resolution and urgent enquiries will remain in place until 5pm local WA time.

Head of Pfizer Trade Organisation, Australia and New Zealand, Madonna McLaughlin said the changes follow an extensive business review.

"Since the launch of Pfizer Direct, the company has made improvements to its service model to ensure we continue to meet the demand of what is a dynamic marketplace and maintain standards of service to customers regardless of their location across the country," she said.

"This has seen Pfizer Direct deliver more than two million orders, achieving an on-time delivery performance of above 99 per cent," McLaughlin added.

"Introducing electronic invoicing and ordering is the environmentally responsible thing to do - the vast majority of our customers currently place orders online," she said.

## Reorient health

**CALLING** for a "generational change", Robert Lippiatt, Convenor of Australia's Self Care Alliance says the government needs to reorient the healthcare system to put citizens in the centre, empowering them to take more responsibility for their health.

In a plenary session at the upcoming Australian Self-Medication Industry conference Lippiatt will explore how demographic changes such as an ageing population and increased costs of diagnosis and treatment are forcing governments around the world to seek more sustainable models of healthcare.

## Pfizer Lyrica threat

**PHARMACEUTICAL** giant Pfizer has "made unjustifiable threats" relating to prescriptions from doctors that used the generic name pregabalin instead of the brand name Lyrica when prescribing the product for pain, according to an article in *The BMJ*.

The comments threatened doctors because they said they may be open to litigation for prescribing a generic, but the UK High Court overruled, saying the claims were "groundless".

## Cyclopharm success

**AUSTRALIAN** biotech Cyclopharm has signed a new agreement with Canadian group Jubilant DraxImage to market and distribute Cyclopharm's "Technegas" ultra-fine radioactive carbon dispersion in the USA.

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CLINICAL + BUSINESS



## Antibiotic awareness

**THE** Australian Commission on Safety and Quality in Health Care (ACSQHC) and NPS MedicineWise are working with a range of organisations to encourage the responsible use of antibiotics in Australia, starting in November with Antibiotic Awareness Week.

With the theme "Antibiotics: handle with care", Antibiotic Awareness Week 2015, being conducted 16 to 22 Nov, urges all Australians to play a part in addressing the threat of antimicrobial resistance, said ACSQHC.

A global action plan to tackle the growing problem of antibiotic resistance was endorsed at the Sixty-eighth World Health Assembly in Geneva, Switzerland in May this year.

Unless individuals take definitive action by not expecting antibiotics when they have viral infections, and only taking them when prescribed, antibiotics may fail in the future said ACSQHC, with infections that were once easy to treat becoming untreatable.

Antibiotic Awareness Week 2015 is being coordinated in Australia in conjunction with the Australian Government Department of Health and Department of Agriculture, the Australian Veterinary Association, and state and territory health departments.

The campaign is supported by a number of professional societies and groups - **CLICK HERE** for details.

## Fusafungine review

**THE** Pharmacovigilance Risk Assessment Committee (PRAC) has started a review of nasal and mouth sprays containing the antibiotic fusafungine, used to treat infections of the upper airways.

The review will encompass the benefits and risks of these medicines and issue an opinion on their marketing authorisations across the European Union, the European Medicines Agency said.

For highlights from the PRAC 07-10 Sep meeting and more on the fusafungine review, **CLICK HERE**.

## Submissions on draft OTC monographs

**THE** Therapeutic Goods Administration has published submissions received in response to its consultation on "Draft OTC Medicine Monographs for bromhexine hydrochloride; dextromethorphan hydrobromide; laxatives: docusate sodium and/or sennosides and hand sanitisers".

See [www.tga.gov.au](http://www.tga.gov.au).

## PBS guidelines review

**THE** public submission process covering the items to be included in the Pharmaceutical Benefits Advisory Committee Guidelines Review (PD 18 Aug) is now closed.

Submissions to the review commissioned by health minister Sussan Ley will be published in the coming weeks at [pbs.gov.au](http://pbs.gov.au).

## Give your feet some love!

This week Pharmacy Daily and Plunketts are giving away a prize pack each day of NS-8 Heel Balm, NS-8 Foot & Leg Moisturiser and NS-8 Foot & Shoe Deodoriser.

Spring is here and it's time to make sure your feet are ready - soft, smooth and odour-free. NS-8 Natural Footcare formulations are based on carefully selected naturally active ingredients to deliver superior results. NS-8 Heel Balm is not greasy, so you don't need socks, and natural exfoliants gradually remove dry, thickened skin, so you don't need foot files. NS-8 Foot & Leg Moisturiser refreshes and moisturises hot, tired legs, softening and smoothing dry skin. NS-8 Foot & Shoe Deodoriser is a non-aerosol spray that kills odour causing bacteria on shoes and feet. Australian owned and made. Website: [www.NS8.com.au](http://www.NS8.com.au)

To win, be the first person from **WA** to answer the following question and send it to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Name one of the exfoliants in NS-8 Heel Balm.

Congratulations to yesterday's winner, Alan Spence from AFS Pharmacies.



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## ASMI finds RB in breach

**RECKITT** Benckiser has been ordered to pay a fine of \$20,000 by the Australian Self-Medication Industry Complaints Panel, over complaints about claims made in advertising and promotion of RB's Nuromol earlier this year.

AFT Pharmaceuticals raised a formal complaint in May, and after the complaints process has been completed a final determination has been made, finding Reckitt Benckiser in breach of the ASMI Code of Practice in four instances.

These included an advertorial in the *Australian Journal of Pharmacy*, an email from the RB Health Hub, a "Weekly Dose" from Blooms the Chemist and a Nuromol detail aid.

AFT said it was concerned about claims that the efficacy of Nuromol, which is a combination of ibuprofen and paracetamol, was "greater than double dose of single actives".

A Reckitt Benckiser study found that although ibuprofen 200mg/paracetamol 500mg was significantly more effective over eight hours than paracetamol 1000mg, it was "not significantly different from ibuprofen 400mg," and based on this information the ASMI panel found in favour of AFT.

## Male fertility pill

**THIS** morning the Fertility Society of Australia annual conference in Canberra played host to the formal launch of PROFertil, claimed to be the "first male fertility capsule to be made available in Australia for more than 8 years".

The product is said to contain a unique combination of micronutrients including vitamins, minerals, enzymes and amino acids.

The distributor, Tolmar Australia, say the L-Carnitine, L-Arginine, vitamin E, folic acid, zinc, selenium, glutathione and coenzyme Q10 in the product have been shown to improve sperm motility, sperm count, volume and morphology.

To be made available through pharmacies and classified as a 'Food for Special Medical Purposes' PROFertil has been patented in Europe - more information at [www.profertil.com.au](http://www.profertil.com.au).

AFT also said a statement on the RB Health Hub which stated that "Nuromol with Synchro-Tech is the only paracetamol/ibuprofen analgesic to provide more powerful pain relief than two tablets of a paracetamol/codeine combination" was inaccurate and misleading, because it "inferred that [AFT's] Maxigesic would not have more powerful pain relief than paracetamol/codeine and that there is no data to support this claim".

The Panel ruled that, so far as RB is aware, Maxigesic had not been tested against two tablets of a paracetamol/codeine combination and so had failed to substantiate its claim.

As well as being fined \$5,000 for each of the "moderate breaches" found by the panel, Reckitt Benckiser was ordered to cease publication of any representations that ibuprofen in Nuromol with Synchro-Tech is absorbed faster into the bloodstream than if taken alone; and that Nuromol has greater efficacy than ibuprofen 400mg taken alone - until the claims can be supported by clinical evidence.

All existing stocks of the offending detail aid were ordered to be destroyed, and the Blooms category manager was told to circulate a statement of correction.

AFT said the outcome of the complaints process was a "significant result for AFT and Maxigesic" - to view the final determination see [asmi.com.au](http://asmi.com.au).

## Vitamin D AD link

**ACCELERATED** cognitive decline has been strongly associated with vitamin D insufficiency among ethnically diverse elderly patients, especially in the areas of memory loss such as that experienced by Alzheimer's Disease (AD) and dementia patients, according to research published in *JAMA Neurology*.

It remains to be determined whether vitamin D supplementation slows cognitive decline, the authors cautioned.

**CLICK HERE** for the research.

## Health, Beauty and New Products

Welcome to our weekly promoted 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)

### Goodbye droopy eyes with Wonderstripes Cosmetics

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### Go with the Flo Nasal Solutions for the whole family

Celebrating over a decade in the Australian marketplace, Flo, the specialists in nasal solutions, have launched fresh new branding for their extended Family Range. The **Flo Family Range** caters for all ages starting from birth. Flo products are preservative-free and include essential minerals to help promote healing within the nasal passages. Flo's range of isotonic saline formulations also closely mimic the body's own natural tissue fluids providing gentle and effective relief for all the family.

Stockist: 1300 857 912

RRP: From \$9.95

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



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SunSense **Moisturising Face SPF 50+** is a light, moisturising, oil-free sunscreen ideal for normal and dry skin. The formula adds moisture without leaving a greasy residue on the skin. It is non-comedogenic and won't block pores. Nicotinamide and vitamin E help improve the appearance of skin tone and texture, improve skin elasticity and help maintain normal skin barrier function. The cream may improve the appearance of age spots and smooth fine lines and wrinkles while free of fragrance, PABA and lanolin.

Stockist: 1800 033 706

RRP: \$13.95

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



### Brit for Men by Burberry with British style

Burberry **Brit for Men** is a fresh oriental woody fragrance that embodies modern masculinity. The scent contains zesty top notes of green mandarin, bergamot, cut ginger and frozen cardamom. At the heart is wild rose, nutmeg and cedarwood, while the base notes form a combination of oriental woods, grey musk and tonka bean.

Stockist: 02 9695 5678

RRP: \$86.00 for 50mL

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

### New AusPARs

**THE** Therapeutic Goods Administration has released new Australian Public Assessment Reports for prescription medicines covering the evaluation process for EllaOne (ulipristal acetate) and Optaflu (inactivated influenza virus vaccine with virus types A H1N1 A H3N2 + B) - see [www.tga.gov.au](http://www.tga.gov.au).



### DISPENSARY CORNER

**THE** *Dominion Post* report on top-selling cough and cold remedies in New Zealand (*PD* yesterday) came with some pithy commentary from clinical pharmacologist Matthew Doogue from the University of Otago.

As well as pointing out that many over-the-counter remedies are not backed up by clinical evidence, Doogue noted that when it comes to cough suppressants the best thing is heroin - but "no legal substance had been proven to work".

And although other popular remedies such as honey and garlic were also unproven, virologist Dr Lance Jennings noted that people in Russia had "effectively worn garlic around the neck to keep people away and reduce transmission of the virus".

**FACIAL** hair will be in focus at the Kansas State Fair this year, which for the first time ever will see moustaches and beards judged alongside livestock.

The "hairy competition" taking place next weekend has a range of categories including best in show, freestyle moustache and "natural moustache with no styling" - as well as female's fake facial hair, in which participants will be able to use any material they like.

It's the brainchild of the Wichita Beard and Moustache Club, which says it wants to get more people involved in facial hair contests.

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