

MA issues IP warning

MEDICINES Australia says Australia's Productivity Commission "continues to misunderstand the value of intellectual property (IP)" after a report which recommended reductions on protection for patented drugs in Australia.

The pharmaceutical peak body said "watering down Australia's existing IP regime puts at risk early access to medical innovation by Australians, as it will become unviable to bring a new product directly to market in Australia".

MA urged the government to dismiss the recommendations.

TGA sunscreen review

THE Therapeutic Goods Administration has announced it will be initiating compliance reviews for listed sunscreens.

The TGA says that considering the seasonal significance of sunscreens, its current focus is to ensure that the quality, safety and efficacy of sunscreens are acceptable.

Go to tga.gov.au for details.

Decision 'misses mark' - PSA

THE Pharmaceutical Society of Australia (PSA) has renewed its call for the urgent implementation of a national real-time recording and reporting system for prescribing and dispensing of specific high-risk medicines, following the TGA decision to up-schedule products containing codeine (**PD** yesterday).

PSA national president Joe Demarte said the TGA scheduling decision missed the mark on Quality Use of Medicines (QUM) in the context of minimising unintended harm for consumers seeking treatment for pain and managing addiction issues.

"While we are concerned with the harm and deaths arising from inappropriate use of codeine-containing medicines, PSA does not believe the decision to make OTC codeine medicines prescription-only on its own provides for a holistic consumer-focussed solution," Demarte said.

"PSA is committed to supporting pharmacists to provide solutions to

consumers seeking relief from pain and managing addiction issues, as part of a partnership approach with consumers and other health professionals," he added.

"Pain management is a complex and subjective matter and pharmacists have a critical role in advising and supporting consumers and carers and working with other health professionals."

Demarte also urged the government to "work with the peak national body for pharmacists" to deliver an effective plan to implement the new policy, including strategies to facilitate pharmacists' discussion of therapy options with consumers.

Choice bays for more RB blood

WELCOMING the Federal Court increase of the original fine for Reckitt Benckiser's (RB's) Nurofen fine from \$1.7m to \$6m after an appeal by the ACCC (**PD** 19 Dec), consumer group *Choice* says the penalty still doesn't go far enough.

Six years ago the watchdog awarded RB one of its famous 'Shonky Awards' for Nurofen marketing, with *Choice* saying the fine was "pocket change" compared to profits made by RB from the differentiated labelling of identical analgesics.

Codeine review

THE Therapeutic Goods Administration has released a review of low-dose codeine containing products, which aimed to ascertain whether any further evidence has accrued in relation to the safety and efficiency of low-dose codeine containing products for analgesia over the last year.

See tga.gov.au.

PPA blasts Guild

PROFESSIONAL Pharmacists Australia has described the Pharmacy Guild's claims about a conflict of interest by the Pharmacy Review (**PD** yesterday) as "completely over baked".

The union group's national campaign director Matt Harris said "in all professions, change occurs and it involves transition.

"We all have a choice to participate in that change, or throw rocks from the sidelines...surely it's better for patients that pharmacists engage constructively in this process?" Harris said.

Transtec AusPAR

THE TGA has added a major variation to Mundipharma's Transtec (buprenorphine) AusPAR listing.

Transtec is a patch-delivery opioid used for management of severe chronic pain - see tga.gov.au.

Waikerie Pharmacy finalist

A SMALL South Australian rural town pharmacy, Waikerie Pharmacy, has focused on implementing a wide range of high-quality professional services and has refurbished the store to accommodate the delivery of these

services earning it a finalist position in the Guild Pharmacy of the Year.

Managing partner Nathan Lloyd said that while striving to offer high-quality health services, Waikerie Pharmacy management understood that cross-funding these services from dispensary income was no longer viable.

"With the pharmacy's declining dispensary profits due to PBS reform, the need to establish 'user-pay' health services was identified," Lloyd said.

"The services that have been implemented and refined in store



include cardiovascular health screening, diabetes risk screening, cardiovascular monitoring, diabetes disease state management and a baby progress clinic.

"We also developed a Quit Smoking member program and a Health Check service which includes a bowel screen initiative."

The local community willingly accepted the user-pay services, some of which are conducted by a registered nurse.

Pictured left to right are proud partners of Waikerie Pharmacy Nathan Lloyd and Travis Schiller.

Win with DU'IT

This week Pharmacy Daily and DU'IT are giving away each day a prize pack of their products.

New DU'IT Baby is Australian-made and owned, enriched with natural botanicals and pure organic oils to pamper and protect babies' skin and eliminate any concerns for parents. The DU'IT range of extra gentle baby products are completely

FREE of all known irritants with a Nasty Free Guarantee and are scientifically formulated to enrich, nourish, deeply hydrate and provide calming relief to Baby's entire body. The range consists of five products: Baby Liquid Powder, Baby Nappy Change Cream, Baby Body Moisturiser, Baby Facial Serum, and Baby 3-in-1 Wash. For more information, **CLICK HERE**.

To win, be the first from WA to send the correct answer to the question below to comp@pharmacydaily.com.au

What percentage of zinc is in the DU'IT Baby Nappy Change cream?

Congratulations to yesterday's winner, Kate Fardell from Pharmacy Alliance.



Dispensary Corner

A FLORIDA woman is selling her positive pregnancy tests on the Craigslist website for \$30 a pop to pay her way through college.

The woman, who is three months pregnant, can provide the positive pregnancy tests or urine in an "absolutely no questions asked type of deal".

"Whether you are using it for your own amusement such as a prank, or to blackmail the ceo of wherever or whomever you are having an affair with, I don't care at all," she said.

The mind boggles at what trouble will ensue from this!



SEX-BOTS could 'over-exert' their human lovers, a Swiss academic warned during a conference on sexual cyborgs this week.

While speaking at the Love and Sex and Robots Conference at Goldsmiths, University of London, professor Oliver Bendel raised questions surrounding the ethics of these sex machines.

Questions included whether sex robots should be able to "entice" users, whether they should have the capability of "refusal" in "extreme" circumstance and whether humans would become exhausted by reaching their "physical limits" of sexual activity - limits that the robot is able to surpass.

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

Beetox from Skin Doctors

Skin Doctors **Beetox** is a face cream that helps to prevent the appearance of fine line wrinkles, and promote skin elasticity. The face cream has been formulated with bee venom, which fools the skin into thinking it has been lightly stung with the compound melittin, stimulating the production of collagen and elastin. These chemicals help the skin to remain taut and bounce back into shape. It also contains manuka honey which helps to nourish the skin, and Trylagen which helps increase collagen production.



Stockist: 1800 227 722
RRP: \$59.95
Website: www.skindoctors.com.au

Love's Baby Soft 3 Piece Classic Collection



As soft and gentle as a kiss, Love's **Baby Soft 3-piece Classic Collection** from Tabu, by the House of Dana, speaks in a powdery whisper. Everybody loves Love's. Bringing delicate florals

surrounded by soft powdery notes and sheer musk, this gift collection feels as cool and fresh as a gentle summer breeze. Top notes of lemon leaf and orange are followed by mid notes from the lily of the valley, jasmine and rose, all supported with base notes of sandalwood, vanilla, powdery and creamy musk.

Stockist: 02 8709 8800
RRP: \$9.99
Website: www.danabeauty.com

Sport Sunscreen Range SPF50+

The sport range sunscreen provides a very high level of water resistance. The range is formulated specifically for water sports. The waterbased sunscreen is perfect for fun times at the beach, pool or in the backyard. Cancer Council's **Sunsense Sport Sunscreens** offer SPF 50+, broad spectrum UVA and UVB protection, sweat resistance, four hours' water resistance for sports enthusiasts and are made in Australia.



Stockist: 1300 354 144
RRP: from \$10.95
Website: www.cancer.org.au
 NB: Always read the label, use only as directed.

Body Beautiful gift set by Trilogy



With a full-size Pure Plant Body Oil, the newest product from Trilogy's revamped Body Care range, this set also includes a special edition deluxe mini of award-winning Botanical Body Wash, which was featured in Irish Tatler's Top 100 Beauty Power List 2016. **Body Beautiful** gift set contains Trilogy Botanical Body Wash

(185ml) and new Trilogy Pure Plant Body Oil (110ml).
Stockist: 1800 651 146
RRP: \$29.95
Website: www.trilogyproducts.com

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: Level 2, Suite 1 64 Talavera Rd, Macquarie Park NSW 2113 Australia
P: 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)
 Part of the Business Publishing Group.

Publisher/Editor in chief: Bruce Piper
Managing Editor: Jon Murrie
Reporter: Mal Smith
Contributors: Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai
Advertising and Marketing: Sean Harrigan and Melanie Tchakmadjian advertising@pharmacydaily.com.au
Business Manager: Jenny Piper accounts@pharmacydaily.com.au

Editorial: info@pharmacydaily.com.au

Travel Daily CRUISE WEEKLY travelBulletin business events news Pharmacy DAILY Travel Daily TV

Pharmacy Daily is a publication of Pharmacy Daily Pty Ltd ABN 97 124 094 604. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.