

Today's issue of PD

Pharmacy Daily today has two pages of news, our **Winter Spotlight** feature on page 3 and a full page from **Pharmacy 4 Less**.

Know Pneumonia Day

THREE-IN-FOUR Australian adults do not consider 'life-threatening consequences' as sufficient motivation to vaccinate against pneumococcal pneumonia, although 63% have at least one risk factor for contracting the often fatal infection, says Lung Foundation Australia.

New research released today by the Foundation reveals that Australian children have a 93% pneumococcal vaccine uptake, but there is a significant gap between pneumococcal pneumonia vaccination rates (46%) and the much higher flu vaccination rates (69%) reported among equally vulnerable seniors aged 65+ years.

Visit knowpneumonia.org for more research details.

Osteoporosis course

GUILD Learning and Development has partnered with Sanofi-Aventis Australia to develop a new online course titled *Vitamin D supplementation in bone health*.

Designed specifically for pharmacists, the study opportunity will enable participants to describe the process of bone metabolism, including the role of vitamin D, as well as assisting pharmacists in identifying patients who may benefit from 7000IU once per week vitamin D supplementation, including important counselling points and advice for patients.

With about half of all osteoporosis patients not realising they have the disease until they suffer from a low-impact fracture, osteoporosis is a chronic and frequently asymptomatic condition.

Being asymptomatic, compliance is also often problematic in long term treatment, the Guild says.

Contact the Guild Learning and Development on 03 9810 9930 or learninganddevelopment@guild.org.au for more information.

Pharmaxis \$14m from BI

SYDNEY-BASED research pharmaceutical company Pharmaxis has announced that Boehringer Ingelheim (BI) is injecting more funds into the development of Pharmaxis drug development asset PXS-4728A.

In addition to a phase 2 trial in Non-Alcoholic SteatoHepatitis (NASH) that is scheduled to start mid-year, BI has confirmed that a phase 2 trial for a second indication will also commence during 2017.

As a result, Pharmaxis will receive its anticipated milestone payment of €18 million for the start of the NASH trial but in addition, a further €10 million (A\$14 million) for the second indication.

Pharmaxis ceo Gary Phillips said, "PXS-4728A is an anti-inflammatory drug with excellent preclinical data in several disease models.

"We are delighted to see Boehringer looking to exploit that potential and commence clinical development in a fresh indication in the second half of this year.

"The structure of the deal with Boehringer anticipated its potential in more than one disease and

the €10 million we expect for the second indication would bring total expected milestones received for starting phase 2 trials in two diseases to approximately A\$42 million in this calendar year.

"This is an important signal about Boehringer confidence in the potential of PXS-4728A to help patients."

Further developments in the treatments of fibrosis and inflammation are planned with the injection of these additional funds so that the company can build capabilities to translate and commercialise early stage research assets into products highly valued by large pharma companies seeking partnerships, he added.

BI's responsibilities under the agreement include all development, regulatory, manufacturing and commercialisation activities around PXS-4728A, Phillips said.

New medicine labels

THE Therapeutic Goods Administration (TGA) has announced that labels on medicines will need to identify any possible allergens in addition to the presently mandatory peanuts and gluten references.

The additional substances include crustacea, fish, eggs, soya, milk and tree nuts, although they may not appear for a few years with drug companies being given a grace period of four years to implement the requirements.

For a full list of currently required label statements, visit tga.gov.au.

Trial recruiting adults

CURTIN University has launched a new clinical trial to investigate a strategy for treating hypertension and seeks to recruit more than 100 West Australian adults (older than 18 years) to volunteer to take part through The Healthy Living Clinic at the University.

The *QUARTET* clinical trial, funded by a grant from the National Health and Medical Research Council, will assess whether a new treatment, ultra-low-dose quadruple therapy (LDQT), will lower blood pressure more effectively than standard dose monotherapy - to find out more, call Curtin on (08) 9266 5860.

Thunderstorm asthma

ASTHMA Australia is urging anyone concerned about thunderstorm asthma, following the somewhat alarming 60 Minutes story on the Victorian storm event

earlier this year, to consult their GP, pharmacist or call 1800 ASTHMA (278 462) for information and support.

The organisation advised people with asthma to be vigilant going into the spring season if pollen is a trigger, check with their GP about their Asthma Action Plan, keep up regular preventer medication and take reliever medication at the first sign of breathlessness.

The asthma support group also reminded patients to contact emergency services if first aid is not successful.

Bexsero supply

GSK has announced that in spite of significant increases in supply of Bexsero (meningococcal B) vaccine this year, it still isn't meeting demand and it is working hard to bring more doses into the country.

The company is bringing an additional 200,000 doses of Bexsero into Australia and they will be available from pharmacies and GP surgeries from the start of Jun.

"We understand it has been distressing for parents who want to protect their children against meningococcal B but haven't been able to access the vaccine," a GSK spokesperson said.

"We hope these additional doses will go along way to meet the current demand."

Families can expect to pay in the range of \$120-140 per dose of Bexsero depending on which pharmacy they visit.

More info from GSK medical information on 1800 033 109.

Repairs damaged hands.

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Please contact HealthOne
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Dispensary Corner

DOES energy drink Red Bull really give you wings?

Paris-based Sorbonne University Behavioral Lab put this theory to the test with 154 young men, with 51% who were told they were drinking the cocktail mix labelled as Red Bull and vodka, perceived increased intoxication.

They were also more likely to chat up women and take more risk in a gambling game.

The results showed that brands can influence consumers expectations and their behaviour.

Pierre Chandon, professor of marketing at INSEAD told *UPI* that "regulations and codes of conduct should consider psychological and not just physiological effects of products."

SIRI, the "virtual digital assistant" on Apple iPhones, is being credited with saving a man's life in the USA after he was hurt in an explosion.

Christopher Beacher was checking on a vacant cottage in Wilnot, New Hampshire when he thought there was something suspicious so he went inside.

Apparently there was a gas leak, and when he turned on a light "the whole place caught fire" with the man's face and hands badly burned by the explosion.

Unable to dial his phone due to his injuries, he somehow managed to ask Siri to call 911.

Emergency services were summoned and he's now recovering, telling local TV station *WMUR* he's "very, very, extremely lucky to be alive".

A comment on an online version of the report quips "little does he know, Siri rigged the explosion simply so she could look like a hero at the end of the day".

Cosmetic S4 advertising alert

PRESCRIPTION-ONLY products including cosmetic injections compounded by a pharmacy for an individual patient are still subject to the usual advertising regulations for Schedule 4 (S4) products, the Therapeutic Goods Administration (TGA) has clarified.

The TGA has issued a reminder to health professionals and cosmetic/beauty clinics which advertise cosmetic services that products containing S3, S4 and S8 ingredients all fall under the Standard for the Uniform Scheduling of Medicines and Poisons (SUSMP) (the Poisons Standard).

Breaches of this regulation attract a maximum penalty of \$10,800 for an individual and \$54,000 for a body corporate, the TGA says.

Some cosmetic injections advertised to the public by health professionals and cosmetic/beauty clinics include hyaluronic acid, hyaluronan, sodium hyaluronate, collagen, botulinum toxin, polylactic acid, polyacrylamide, calcium hydroxyapatite, polycaprolactone or deoxycholic acid, all under different brand names.

These products are usually administered to temporarily

remove or reduce wrinkles and lines on the face, around the eyes, forehead, lips and neck, or to improve the appearance of submental fat, and would all be subject to the Poisons Standard regulations, the TGA said.

To legally promote these businesses, the TGA has provided a list of acceptable general terms which if used without specific reference to individual S4 items, can still communicate the objectives of the therapy.

Visit tga.gov.au for details.

Man XXX Herbal risk

THE TGA has tested a product labelled Man XXX Herbal capsules and found the capsules contain the undeclared substance levodopa, a prescription-only Parkinson's Disease therapy, and may pose a risk to health.

The agency has also issued a safety advisory about Meditech ultrasound gel, with all lots of the product being recalled due to a risk of bacterial contamination.

The gel is used in some states and territories for specialist catheter insertion - details at tga.gov.au.

WIN WITH PLUNKETT'S

Each day this week, Pharmacy Daily and Plunkett's are giving away Plunkett's Vita E Cream, Ointment and Oil.

Plunkett's Vita E combines potent levels of Vitamin E plus rich Rosehip Oil. Natural Vitamin E ensures quick absorption and a soft cream texture while helping skin retain moisture. Rosehip Oil is rich in vitamins A and C and helps improve skin elasticity. For more **CLICK HERE**.

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

Which vitamins are in Rosehip Oil?

Congratulations to yesterday's winner, Trine Nielsen from Manly Vale Pharmacy.



Guild Update

Ransomware threat

THERE has been considerable media attention over the weekend regarding the latest wave of ransomware attacks, which can encrypt files and require a ransom to be paid to unlock those files.

Ransomware viruses commonly spread through emails, either with malicious attachments or with links to websites where malicious applications will be covertly downloaded. Be wary of any emails received containing attachment or website links which you would not be expecting to receive.

How to Recognise a Suspect Email Message:

1. Be aware that the sender's address does not guarantee that the message has been sent from a trusted source
2. Be wary of alarmist language
3. Be wary of offers of financial or other rewards
4. Be wary of emails asking you to click on links to perform actions such as updating your details or submitting personal information
5. Be wary of emails requesting that you perform tasks that are out of the ordinary or circumvent normal procedure
6. Be wary of emails containing attachments which you are not expecting to receive – even if they appear to be from someone you would trust and be especially wary of .zip files.
7. Be wary of any email you receive if it is unclear why the email should have been sent to you.

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Winter spotlight

Pharmacy Daily's Winter spotlight is your guide to all the essentials - from products to assist with coughs and colds through to keeping you hydrated and vitamin boosted - ready for this years Winter season. To feature here email advertising@pharmacydaily.com.au.

Don't let coughs have their say!

Prospan 200ml, Prospan Menthol 200ml and Prospan for Children 200ml, \$20.95 RRP

Prospan for Children is Australia's number one selling children's cough medicine². It contains an exclusive ivy leaf extract EA 575, which is the specific extract that has been shown in clinical trials to provide chesty cough relief. Available in a great cherry taste, Prospan is suitable for anyone over 2. It's also available in a great tasting, fresh menthol flavour and is suitable for anyone over 6.

Stockist inquiries: 1800 334 224

Website: www.flordis.com.au

References: 1. Due to a cold. 2. MAT unit and dollar sales, 16/04/17, Pharmacy, Aztec sales data.



Preservative-Free Flo Rapid Relief

\$12.95 RRP

Have you tried a PRESERVATIVE-FREE decongestant nasal spray yet? Flo Rapid Relief helps clear a blocked or runny nose due to colds, hay fever, allergies and sinus congestion. It starts working in minutes and lasts up to 10 hours.

After unblocking the nose, consider an irrigation kit or saline spray such as Flo Sinus Care or Flo Saline Plus to wash away excess mucus, pollens and irritants. For those with allergies, a preservative-free decongestant spray may be helpful to clear the nose before using a medicated allergy nasal spray.

Always read the label. Use as directed. Consult your healthcare practitioner if symptoms persist. Visit website for clinical data.

Stockists: ENT Technologies 1300 857 912

Website: www.flo.com.au

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Mater's baby care range - perfect for winter skin

Baby Wash \$13.99 RRP Baby Moisturiser \$14.99 RRP

As winter settles in our skin starts to feel the effects of indoor heating and a lack of moisture. Babies' skin, with distinct differences to adult skin regarding epidermal barrier function, sensitivity and pH level, is also particularly prone at this time of year with the potential for infection, dermatitis and dryness. Mater Mothers' Hospitals' Mater Baby Wash and Mater Baby Moisturiser are specifically developed for sensitive newborn skin, pH balanced and dermatologically tested.

Gift with Purchase consumer promo available in May - contact Mater 1300 162 837 or products@mater.org.au

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