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# THE PAIN BARRIER



## ZOSTRIX BLOCKS NERVE PAIN

associated with arthritis pain & post shingles pain.

Always read the label. Use only as directed. If symptoms persist consult your healthcare professional. Zostrix is the registered trade mark of Link Medical Products Pty Ltd. 5 Apollo Street Warriewood NSW 2101 Phone 1800 181 060

### Zostrix available

**LUMINARIE** and Brand Solutions Australia are now promoting Zostrix (capsaicin 0.025% W/W) cream for temporary pain relief, with the product now available Australia wide - see the **cover page** for more.

### Sunscreen education

**THE** Cancer Council has extended "Sunscreen Education Month" through to the end of Nov, with online training to help pharmacy staff be recognised as Cancer Council Sunscreen Specialists - see **page four** for details.

### Omega-3 test wins innovation award

**THE** Omega-3 Index Test, administered to 5,000 Australians



in the past 12 months, has been awarded the Innovation Award in Complementary Medicine by Complementary Medicines Australia (CMA) at its annual awards dinner.

The finger-prick test for monitoring omega-3 levels has been shown to be a "valuable indicator of overall health," according to a statement from AkerBioMarine, the Australian distributor of the test.

He said receiving the CMA award "marks a significant milestone in our endeavours to highlight the importance of healthy omega-3 levels for supporting optimum health".

## ACMS increases PPI access

**WIDELY** used proton pump inhibitor (PPI) esomeprazole has been recommended for relaxed scheduling by the Advisory Committee on Medicines Scheduling (ACMS), to enhance access under certain conditions.

The Committee decided that the product be scheduled S2 in oral preparations containing 20 mg or less of esomeprazole for the relief of heartburn and other symptoms of gastro-oesophageal reflux disease, in packs containing not more than 14 days' supply.

The basis of the decision rested on overseas data (UK and US) demonstrating the safety and effectiveness of 14 days' therapy compared with just seven days together with the fact that the less effective H2RA alternative

ranitidine which is already unscheduled (seven days' supply) or S2 (14 days) can be subject to patient tolerance issues and is inferior in inhibition of food-stimulated acid secretion.

The use of 14 days' therapy with esomeprazole has also been demonstrated to provide improved sleep quality, work productivity and functionality resulting from the effective relief of the symptoms of heartburn and acid reflux.

Access to a 14-day pack was also deemed to be more cost-effective than two seven day packs.

In other decisions, PDE5-inhibitors sildenafil and vardenafil for erectile dysfunction are to remain S4 for safety reasons, given that "pharmacies do not have adequate screening facilities to manage the risks associated with the use of these products".

Similarly, the ACMS said the current scheduling of ibuprofen combined with paracetamol "remains appropriate".

### ARGCM update

**THE** Health Department has released an update to the Australian Regulatory Guidelines for Complementary Medicines.

The information is intended to guide manufacturers, sponsors, healthcare professionals and the general public on the regulation of complementary medicines.

The document specifies medicines subject to, or exempt from, regulation, approved terminology, advertising issues, definitions of different types of CMs, types of ingredients, Therapeutic Goods Administration post-market regulatory activity for CMs and mechanisms for review of CMs. Visit [tga.gov.au](http://tga.gov.au) for access.

### Guild hails Vic injecting room

**THE** Victorian branch of the Pharmacy Guild has strongly commended a State Government announcement of a two year trial of a medically supervised injecting room in North Richmond.

Guild state president Anthony Tassone said with a similar room operating successfully in Sydney's Kings Cross since 2001 it was "time Victoria had such a facility".

### Today's issue of PD

*Pharmacy Daily* today has two pages of news, our regular health & beauty feature plus a front full page wrap from Zostrix and a full page from Cancer Council.

### PBS Online to reject invalid HSD claims

**THE** Department of Human Services has announced changes to PBS Online, which effective 05 Nov will automatically reject claims made by pharmacies when they are not authorised to supply a prescription under the Highly Specialised Drug (HSD) program.

The update will reduce the risk for pharmacies who may accidentally supply HSD items, with new "reason code messages" to alert the pharmacist that the prescription cannot be claimed.

Patients will then need to visit a pharmacy that meets prescribing rules, or return to the prescriber for an amended prescription.

Drugs on the HSD list include HIV antiretroviral therapy (ART), clozapine for maintenance therapy, and hepatitis B drugs, access to which has now been simplified under HSD Community Access (CA) arrangements.

Community pharmacies and friendly societies may not have access to public hospital HSD item codes and therefore may be unable to claim for these items.

However, they can dispense and claim public hospital CAR HSD and PBS breast cancer treatment trastuzumab prescriptions.



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### Generic hep C Rx

**INTERNATIONAL** medical humanitarian body Médecins Sans Frontières (MSF) has announced it has sourced deals for generic hepatitis C medicines for as low as US\$1.40 per day, or \$120 per 12-week treatment course for the two key medicines sofosbuvir and daclatasvir.

This by-passes the Gilead and BMS products which are priced up to 15 times more per course.

### Guild-NACCHO MoU

**THE** National Aboriginal Community Controlled Health Organisation (NACCHO) and the Pharmacy Guild of Australia have signed a Memorandum of Understanding focusing on the implementation of Aboriginal and Torres Strait Islander pharmacy programs and trials.

The MoU is built on the initiatives already announced by the Government under the Sixth Community Pharmacy Agreement's Pharmacy Trial Program (Tranche 1 and 2 projects), including improved medication management for Aboriginal and Torres Strait Islanders through community pharmacist advice and culturally appropriate services.

NACCHO ceo Pat Turner acknowledged the extensive effort and resources that both organisations contributed to improve pharmacy and medicines policy for Aboriginal people.

"We are delighted that the Guild and NACCHO will be working together with Minister Hunt to continue the Indigenous pharmacy programs and to adopt a number of recommendations that will improve accessibility to medicines for our people to help Close the Gap".

### Asthma adherence

**THE** National Asthma Council Australia today announced the launch of a new Asthma Buddy mobile web site, described by the Council as a very accessible "easy-to-use and take-anywhere asthma management tool".

Preserving all existing functionalities, the improved Asthma Buddy is available at [asthambuddy.org.au](http://asthambuddy.org.au).



### Vic PA named PATY winner



**STEPHANIE** Meiklejohn from Nhill Pharmacy in Victoria (pictured) has been announced as the 2017 Pharmacy Guild of Australia/ Maxigesic Pharmacy Assistant of the Year.

Meiklejohn was chosen from over 630 nominations and awarded the title at the annual Pharmacy Assistant National Conference on the Gold Coast on Friday.

As the 2017 National Pharmacy Assistant of the Year, Stephanie will be awarded with over \$10,000 in cash, prizes and rewards, an opportunity to write a monthly column in *Postscript* as well as other educational and networking opportunities throughout Australia.

Pharmacy Guild of Australia group executive of Pharmacy Transformation Group, Colm Maguire, said the award reinforced the importance of the role of pharmacy assistants in Australia.

"The work of pharmacy assistants is integral in ensuring that community pharmacies are patient-focused health care providers and successful, community-minded small businesses," he said.

"With over 350 million patient visits each year, pharmacy assistants are one of the biggest contributing factors to why pharmacies enjoy such high levels of public support and customer satisfaction," Maguire added.

### WIN WITH SOUTHERNATURE

This week Pharmacy Daily and SOUTHERNATURE are giving away their Ultra DHA for Pregnancy and Lactation each day, valued at \$49.95 RRP.



Southern Nature's Ultra DHA for Pregnancy and Lactation is formulated to support Omega 3 supplementation with a higher DHA to EPA ratio during pregnancy and lactation. This one-a-day product has an IFOS 5-star rating for purity, potency and freshness to give women a complete peace of mind to consume during pregnancy and lactation. For more info **CLICK HERE**.

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

What are the benefits of DHA supplementation during pregnancy and breastfeeding?

Check here tomorrow for today's winner.



### NOW TAKING 2018 FLU VACCINE PRE-SEASON ORDERS

Secure your stock now to access the best pricing on 2018 quadrivalent flu vaccine through APOaccess.

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## Dispensary Corner

**NUCLEAR** weapons one day, cosmetics the next.

The life of a dictator is full of ups and downs, as evidenced by this week's activities of North Korean leader Kim Jong Un who visited a cosmetics manufacturer in Pyongyang with his wife.

Official photos of the visit were released by North Korean state media (**below**) showing Kim checking out some of the locally made products.

Ongoing sanctions mean many Western brands are not available in North Korea, and have been replaced by locally made Bomhyanggi and Unhasu.

According to the *BBC*, Kim hailed the company for producing "world level cosmetics".



**SEVERAL** pharmacies in the Long Island area of New York, USA are likely to be busy in the next few months, after a local hospital delivered four sets of twins within a six hour period.

The fruitful fecundity at NYU Winthrop Hospital in Mineola kicked off at 8.44am last Wed when Brenda Alvarenga gave birth to Ava and Elena - followed at about 10am by Sarah and Elise, the twins of Shannon and Anthony Rogone.

An hour later Darlene Sica brought forth Alexa and McKenzi, and then at 2.26pm Joseph and Catherine Monez welcomed their twins Luke and Benjamin.

## 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)

### Crampeze Night Cramps

Cut the Cramp with **Crampeze**, a total cramp solution that is formulated with more than just magnesium. Crampeze contains



homoeopathic copper, traditionally used to provide relief from and reduce the risk of night cramps, as well as traditionally used to relieve symptoms of tired legs, restlessness and spasms during sleep. Crampeze may also assist in the maintenance of peripheral circulation and protect and maintain capillary health. Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.

**Stockist:** 1300 5555 97

**RRP:** from \$14.95

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

### Medihoney Adhesive Dressings - NEW



From today, 01 Nov, pharmacists can confidently offer customers the new **Medihoney Adhesive Dressings** - a superior alternative to standard bandages

and dressings, by combining the unique benefits of natural antibacterial medical grade Manuka honey with a soothing hydrogel pad. Medihoney Adhesive Dressings are not only an effective wound management product, but are waterproof and latex-free as well as transparent and therefore less obvious on the body. For many adults, scarring of the skin can be a daunting thing, but Manuka Honey may also reduce the scarring of the skin, naturally.

**Stockist:** 1800 466 392

**RRP:** small: \$14.95, large: \$17.95

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

### New Swisspers Facial Wipes

New Swisspers Facial Wipes with Micellar and Coconut Water (pictured) or with Coconut Oil



are the perfect way to cleanse thoroughly and revitalise skin in seconds. Swisspers Micellar and Coconut Water Facial Wipes offer a refreshing cleanse to lift away the day's dirt, oil and makeup, while the coconut water helps to hydrate and tone. Swisspers Coconut Oil Facial Wipes bring a deep nourishing cleanse that leaves skin feeling soft and hydrated, gently dissolving and removing makeup.

**Stockist:** Major wholesalers

**RRP:** \$6.49 for 25 wipes

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

### FeverSmart Temperature Monitor



Nurofen for Children launches its innovative new **FeverSmart Temperature Monitor** to be on shelves mid Nov. The non-invasive device involves an innovative new wearable baby thermometer that enables parents to continuously and accurately monitor their child's fever, without disturbing their

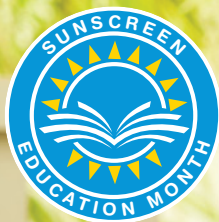
rest. Featuring an adhesive strip crafted using medical grade silicone, the thermometer is gentle on a baby's skin while lightly adhering under baby's arm. The free Digital Temperature Monitoring app, compatible with Apple (iOS), Android and Microsoft devices, can provide push notifications and much more.

**Stockist:** Major wholesalers

**RRP:** monitor \$139.99, patches x 4 \$9.99

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

# EXTENDED



## LAST CHANCE! SUNSCREEN EDUCATION MONTH

Cancer Council sunscreen has a product to suit everyone and every occasion. This year's Sunscreen Education Month helps to communicate the key differences of each range, making it easier to identify the ideal sunscreen for your customers and encourage increased frequency of use. Australian's are applying only a third of the recommended amount of sunscreen needed to protect them from the sun<sup>1</sup> leaving us exposed to the harmful effects of the sun. Together, through education and increased awareness, we can help to save lives.

With only one online activity, it is easier than ever to participate! Take 10 minutes now, to watch video and answer quick quiz questions, to ensure you have the most up to date information from Australia's Most Trusted Sunscreen Brand.<sup>2</sup>

**EVERY PURCHASE GOES TOWARDS  
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For training and education enquiries please contact:

Lauren Burton | Training, Education and Product Manager  
Email: [lauren.burton@vitalitybrands.com](mailto:lauren.burton@vitalitybrands.com) | Phone: 0422 377 548

(1) \* Diffey BL. People do not apply enough sunscreen for protection. BMJ 1996 Jan 1  
(2) 2016 Reader's Digest Survey. Voted by the people of Australia.

For your chance to  
**WIN 1 of 50**  
**Vitality Health Packs**  
(valued at \$150)



and be recognised a  
**Cancer Council  
Sunscreen Specialist.**



Activity has been extended online until  
**30th November 2017** and winners will be  
announced 3rd December 2017.

Please share with all staff members and  
encourage participation to be recognised  
as a "Trained and Trusted store."

