

Today's issue of PD

Pharmacy Daily today has two pages of news plus our regular **Health & Beauty** feature.

Kids e-health push

THE Australian Digital Health Agency has launched a new national digital collaborative to improve the health of Australian children via digital health records.

Partners in the initiative include eHealth NSW and the Sydney Children's Hospitals Network, with the aim of capturing all records on a child's health and development in a single comprehensive digital record from the time they are conceived right through the critical first years and adolescence.

As well as capturing data currently held in hard copy "baby books" in different states via the National Child Digital Health Record, the program aims to upload school immunisation records to the Australian Immunisation Register as well as develop a digital shared care pregnancy plan accessible by women and their healthcare providers - digitalhealth.gov.au.

Zelda cannabis trial

ASX-LISTED cannabis company Zelda has announced an expansion of its pre-clinical pancreatic cancer research collaboration with Curtin University.

It will now include *in vivo* animal model studies that will be pivotal to facilitating future human clinical trials, the company said, with study protocols mirroring human treatment protocols.

S4 codeine drives Maxigesic

LAST month's upscheduling of OTC codeine products to prescription-only has seen sales of AFT Pharmaceuticals' paracetamol/ibuprofen combination Maxigesic roughly double since the beginning of the year.

AFT managing director Hartley Atkinson said weekly sales data for the period 05-18 Feb showed Maxigesic was the top selling combination product in Australian pharmacies, with particularly strong sales of the larger S3 pharmacist-only Maxigesic 30s packs.

Atkinson said this was significant because it meant the products were being recommended by pharmacists.

"For us to lead this category is encouraging because there are some heavily promoted brands we're competing against.

"Pharmacists clearly have confidence in Maxigesic," he said.

AFT has highlighted its unique formulation which sees it as the only combination analgesic that can provide the maximum daily OTC dosage of paracetamol (4000mg) and ibuprofen (1200mg).

Atkinson said that means patients who require the maximum daily dosage can take more tablets than competitor products," thereby generating higher sales for pharmacies".

He said while the strong sales were pleasing it was early days in the post-OTC codeine market - particularly with patients stockpiling product prior to the switch date.

"As these supplies run out they will be coming into pharmacies to find an alternative painkiller...so while the early signs are positive for us, there is still a bit of settling to happen in the market long term," Atkinson said.

Join the tipping fun!

PHARMACY Daily has this week launched its inaugural NRL and AFL footy tipping competitions.

Free to enter for all **Pharmacy Daily** readers, the competitions will see weekly winners highlighted in the publication as the industry vies to be the best tipper.

Participants can sign up at our website, and with the NRL annual competition kicking off tomorrow night now is the time to do it.

The AFL season starts in a couple of weeks too, so show your tipping prowess by signing up today at www.pharmacydaily.com.au.

There are also sponsorship opportunities for suppliers - info at advertising@pharmacydaily.com.au.

OVER THE COUNTER CODEINE CHANGES TO SUPPLY

Information and
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TWC flu vax bookings

TERRYWHITE Chemmart has launched online bookings for influenza vaccinations, with more than three million appointment slots available nationally from 02 Apr for an injection by a "trained and qualified pharmacist in a private consultation space".

TWC is offering immunisations for \$19.95 using the 2018 quadrivalent vaccine, with walk-in slots also on offer - terrywhitechemmart.com.au.

Good vision for life®
An Optometry Australia initiative



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SHPA explores the future

THE Society of Hospital Pharmacists of Australia (SHPA) looks beyond traditional pharmacy roles

in the latest issue of *Pharmacy Growth, Research, Innovation and Training (GRIT)*.

SHPA chief executive Kristin Michaels says the latest issue of *Pharmacy GRIT* delves into how members are driving change across a range of new and emerging roles across diverse settings, finding new ways to deploy their core skills to benefit patients.

"From automated technological solutions to rapid-response disaster relief, and smarter purchasing during medicines shortages to work-place satisfaction and



seven-day services, SHPA members are at the forefront of ingenuity as our profession rapidly evolves."

In a special feature, Mel Morrow from the Northern Territory explains how core pharmacy practice can be agile and mobile, when pharmacists from the National Critical Care and Trauma Response Centre in Darwin leap into action at ground zero when a disaster strikes the region.

The issue also reveals how SHPA members at the Royal Adelaide Hospital overcame unexpected hurdles and embraced automated technology during a three-day move which saw 300 patients safely transported to the new state-of-the-art hospital facility.

With tips on how to extend and expand clinical pharmacy service hours to seven-days, a behind-the-scenes look at how medicines shortages can be managed through smarter purchasing with trailblazing technician, Paula Caird from Fiona Stanley Hospital, and lively member input in The Tonic and Letters to the Community, the latest *Pharmacy GRIT* is available free to all SHPA members.

TGA warns on cosmetic injections

THE Therapeutic Goods Administration (TGA) has warned that growing complacency among the community about cosmetic injections could have serious consequences.

Non-surgical enhancements using dermal fillers are becoming increasingly popular, prompting a TGA alert about counterfeit products as well as the possibility of side effects which can include skin redness, acne and swelling.

More serious adverse events can also occur such as permanent blindness if fillers are injected into any part of the facial artery, while incorrect technique can also lead to discolouration and death of skin tissue, the TGA said - tga.gov.au.

With friends like these...

COMPLEMENTARY Medicines Australia ceo Carl Gibson has responded to Monash's Public Health advocate Ken Harvey's letter to the editor in *PD* last Friday:

Ken Harvey tries to argue that the Friends of Science actually "support access to traditional and complementary medicines" (Pharmacy Daily 02 Mar 2018) - but just scratch the surface and you will see that is a far cry from their actual stated Friends of Science in Medicine objective that "...we should abandon all alternative and complementary medicines."

Now I may not be an 'esteemed academic' but unless I have completely misunderstood that statement, I am still of the opinion that Friends of Science in Medicine want the complementary medicines industry dead.

Dr Harvey also now claims that Friends of Science are culturally sensitive; well I can't agree with that assertion either - otherwise we would both be wrong!

A culturally sensitive organisation should not use labels such as 'pseudoscience', 'quackery', 'black magic', 'scams' and 'the modern version of magical practices'.

While they may be entitled to their opinion, FMS clearly doesn't respect traditional medicines, traditional evidence claims, or other

cultures.

FSM's view is not shared by the World Health Organization either, which supports the use of "complementary and traditional medicines as an accessible, affordable, and culturally important element of healthcare."

FSM is active in campaigning against traditional medicines and practitioners. FSM members and networks have flooded AHPRA with over 1,000 complaints against practitioners, including a targeted campaign against traditional Chinese medicine (TCM) practitioners. Dr Harvey's Monash students have tried to flood the complaints system by generating complaints about traditional medicines for the Complaints Resolution Panel - including during a time when Dr Harvey was a sitting member on the Panel, and although he didn't like it, CMA rightly called out his clear conflict of interest.

In light of the above, perhaps Dr Harvey should please explain how FSM is "supporting access to traditional and complementary medicine products" or indeed is at all respectful of traditional medicines and other cultures... Because with 'Friends' like these - who needs enemies!

We welcome your letters - send to info@pharmacydaily.com.au.

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Pharmacy Daily

Win with Hope's Relief

Everyday this week Pharmacy Daily and Hope's Relief are giving away a prize pack including Hope's Relief Premium Eczema Cream 60g, Hope's Relief Body Wash with Cocoa Butter, Shea and Goats Milk 250ml, Hope's Relief Moisturising Lotion 145g and Hope's Relief Bamboo Tote Bag valued at \$55.



Eczema & Psoriasis Relief ... the Natural way. Hope's Relief, Australia's Premium natural eczema range, caring for babies and adults for over 10yrs. Developed by naturopaths, Hope's Relief harnesses the power of nature to ease the itch, soothe and heal the skin. No nasties - Australian made. You can trust Hope's Relief. Visit www.hopesrelief.com.au to find out more.

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

Do any the products contain steroids, sulfates, parabens or artificial fragrance?

Congratulations to yesterday's winner, Noeline Morris from Marlin Coast Amcal.



Dispensary Corner

THE world's most famous narcissist, Donald Trump, has been ordered by his personal physician to lose weight.

Dr Ronny Jackson recently told the US President he was only one pound off being classified "obese" and needed to shed his basket full of orange rolls ASAP.

Trump became infamous on the election trail for downing two Big Macs, two Filet-O-Fish sandwiches and a chocolate milkshake as his standard late night snack.

The reason for his McHappy Meal from hell? Well, it turns out Mr Trump has an acute fear of being poisoned.

"I'm a very clean person... you're better off going there than someplace that you have no idea where the food's coming from," he recently told the US media.

Talk about paranoid, who would bother poisoning Trump? Ummm ...actually good call Mr President!



HOW do you calm down a class full of hyperactive toddlers? Well, three teachers combined recently to answer that question using highly questionable methods.

The staff at a day care centre in Chicago decided to hand out gummy bears laced with melatonin to a class of two-year-olds in a bid to lengthen nap time.

One teacher said she thought it was okay to administer the drug because "they were just handing out an over-the-counter sleeping aid" - lights out for these three!

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

New Inner Health Digestive Defence

New **Inner Health Digestive Defence** by Ethical Nutrients is manufactured in Australia using Protectair technology exclusive to Inner Health. Protectair is a triple action moisture defence system which guarantees the probiotic bacteria remain live and at full strength to the end of use by date in Australian temperatures (30°C) – without requiring refrigeration. Each capsule contains 10 billion live lactobacillus plantarum bacteria to support health digestion and normal bowel function. Always read the label. Use only as directed.



Stockist: 1800 777 648

RRP: \$52.50 (60 caps)

Website: www.ethicalnutrients.com.au

Sylk slips back into the market



The popular non-sticky, tasteless, scentless and stainless personal lubricant **Sylk** is again available for sale in Australia. Unmatched for its smooth semi-fluid consistency, Sylk is sensual, silky and slippery. Made from 100% natural kiwifruit vine extract, Sylk does not contain any silicones, petroleum derivatives, animal products or parabens that are often found in the leading personal lubricant brands. Sylk is safe to be used during pregnancy and while breast feeding and can also be used with condoms and sex toys. For over 30 years, SYLK has been helping women of all ages with vaginal dryness, providing relief for this common, but often misunderstood condition.

Stockist: Major wholesalers

RRP: \$13.95

Website: www.sylk.com.au

Tanned in 1 hour - Self-Tanning Foam

Bondi Sands, recently released onto the Australian market, lets the user experience a sun-kissed Australian tan in just one hour with its new **Express Self Tanning Foam**. Infused with a scent of coconut, this ultra lightweight aerosol foam will leave skin glowing like a day on Bondi Beach. Poor tanners can achieve a light to medium Bondi glow in half an hour, a dark glow in one hour and the darkest result in two to three hours. Apply with an application mitt and also use any of Bondi Sands' Gradual Tanning Products to prolong the effect, maintaining the enviable bronze throughout the day or night.



Stockist: Major wholesalers

RRP: \$24.95

Website: www.bondisands.com.au

Nutrisse by Garnier - naturally shiny



Garnier **Nutrisse** is an at-home hair colour infused with natural fruit oils to nourish and protect the hair. The creamy, non-drip formula is enriched with grape seed oil to protect the hair from drying out during the colouring process. Avocado and olive fruit oils and shea butter leave the hair silky, shiny and healthy for up to eight weeks. It ensures rich, deep and long-lasting permanent hair colour with 100% grey coverage. Nutrisse is available in 29 shades.

Stockist: 1300 659 359

RRP: \$14.95

Website: www.garnier.com.au