



New Meds Reminder Service
Patient reminders just got easier.

Upgrading now + **GuildCare NG**

Gardasil 9 expanded

THE US Food and Drug Administration has approved the use of Gardasil 9 Human Papillomavirus (HPV) 9-valent Vaccine to now include women and men aged 27 to 45 years.

Prior to this the vaccine was only approved for males and females aged 9 to 26 years.

See details at fda.gov.

Not so Clear & Simple

PREGNANCY test company Guangzhou Wondfo Biotech, in conjunction with the UK Medicines and Healthcare products Regulatory Agency, has announced a recall of one lot of faulty Clear & Simple Digital Pregnancy Tests following the tests producing a small number of false positive results.

The company estimates more than 58,000 affected tests have been distributed in the UK.

The affected lot number is DM10220170710E with an expiry date of Jan-2020.

More info is at gov.uk.

Advertising code changes

KEY changes to the Therapeutic Goods Advertising Code 2018 are likely to be in place as soon as next month, with the aim of providing advertisers with "the clarity they need to apply the code correctly".

In particular, advertising of Schedule 3 medicines will only be required to include the statement "ASK YOUR PHARMACIST - THEY MUST DECIDE IF THIS PRODUCT IS RIGHT FOR YOU" and not several other statements specified in sections 11, 12 and 13 of the code.

Other key modifications include a new definition of a "health warning" which will be modified to "ensure it only captures those statements critical to the consumer's assessment of the advertised product" and for over-the-counter medicines this will be achieved by a specified schedule of applicable health warnings.

Further adjustments may still emerge around health warnings for complementary medicines and medical devices, the TGA said.

There will be clarification of the requirements for statements in advertisements that need to be "prominently displayed or communicated".

On the matter of scientific referencing, the code guidance will define what is required when there are implied citations such as "clinically proven" which would require identification of the researcher and the financial sponsor of any studies.

The TGA has made clear how it will handle advertising that appears in any form during the new year transition period 01 Jan to 30 Jun.

The priority will be to focus on any claims that pose "a risk to public health and safety".

Education tools and resources are described as a "key focus" and are being developed to help advertisers manage compliance.

As to advertising in specified media that require pre-approval under the 1990 regulations, the requirement for pre-approval will continue until 01 Jul 2020.

The new code is scheduled to take effect from 01 Jan 2019, but the proposed improvements are not anticipated to cause inconvenience to advertisers who have already prepared marketing material based on the existing 2018 code.

The TGA also specifies the way it will assess complaints providing a detailed document at tga.gov.au.

Pre-approval applications decided on or before 31 Dec 2018 will be assessed against the 2015 code, while those on or after 01 Jan 2019 will have the 2018 code applied.

New stroke trial

HEALTH Minister Greg Hunt has announced \$1 million in funding for a trial of perispinal etanercept, a new drug treatment which aims to help stroke victims recover faster.

It is the first Australian clinical trial of its type, with the treatment having been used in the USA to treat chronic stroke and brain injury in selected patients.

The drug is said to reduce brain inflammation and therefore the impact of a stroke.

Hunt noted that stroke kills more women than breast cancer, and more men than prostate cancer, and is a leading cause of disability.

NZ pharmacy licensing

NEW Zealand's Medsafe regulator has encouraged pharmacies to submit licence renewal applications at least one month before expiry of their current licence, after reports that some pharmacies have refused to dispense prescriptions due to delays in renewal processes.

Medsafe said it had been "working hard to clear outstanding licences and improve processing times," confirming that during Aug 93% of licences were processed within 45 working days with an average of 23 days, while in Sep this was shortened to 19 working days.

The agency confirmed that all NZ pharmacies now hold a current licence, apart from two exceptions related to compliance.

Late applications cause delays to all licences, Medsafe warned, because it needs to prioritise late applications to ensure that the pharmacy can continue to operate.



WIN GAIA natural baby

A \$5000 FAMILY HOLIDAY!

1st Prize: \$5000 Travel voucher
2nd Prize: A years supply of baby wipes
Runners Up: GAIA Baby Starter Kit (3 prizes)

Promotion Runs: 01October - 30November18

YOUR PHARMACY CAN WIN TOO!
Contact your Rep for POS and details on how you can win a cash prize or hamper

PLACE YOUR ORDER NOW!
www.gaiaskinnaturals.com

Permit Numbers: NSW: LTPS/18/26802, ACT: TP18/01511, SA: T18/1381



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FIND OUT MORE >

NEW Zealand's PHARMAC tender portal has been opened up to suppliers to trial before going live. Suppliers can also register their company during the trial period. The practice tender will remain open until midnight on Sun 21 Oct. Access at in-tendhost.co.uk.



Welcome to Pharmacy Daily's weekly comment feature. This week's contributor is Dr Ross



Walker, Cardiologist.

Cardiovascular disease - still the number one killer

EVERY 12 minutes in Australia, one person dies from cardiovascular disease. Despite significant advances in the management of our commonest killer, more needs to be done to stop the ongoing carnage.

Orthodox medical therapy such as coronary artery bypass grafting, coronary stenting, statin drugs to lower cholesterol, antihypertensive therapy, antiplatelet agents, along with a whole host of treatments aimed at salvaging or protecting the heart muscle have significantly reduced the morbidity and mortality of cardiovascular disease.

But, orthodox medicine also comes with a downside. It is estimated that there are over 100,000 deaths on a yearly basis in the United States alone from the inappropriate prescription of pharmaceutical drugs. Two thirds of these deaths are related to blood thinning medications and diabetic treatments.

It is also estimated that well over 50% of invasive coronary angiography has been deemed unnecessary when the indications were assessed by independent bodies. Coronary angiography not only is expensive but also does carry a small but significant risk. Thus, orthodox medicine certainly has strong benefits but may also cause significant side-effects and complications.

There is, however, little attention paid by conventional doctors to the importance of integrative cardiology - combining the best practice orthodox techniques with evidence based complementary medicine.

To be continued next week...

Dispensary Corner

FURTHER to last week's story about suppliers of human urine to help drug users fool workplace testing (PD Fri) comes a report of a Florida petrol station owner who has banned customers from warming up frozen piss in his microwave oven.

The Jacksonville fuel outlet is within walking distance of two testing labs, and apparently has become known as the ideal place to reheat a frozen "clean" sample prior to a testing session.

Parul Patel told *First Coast News* people "walk in off the street, microwave their urine containers then leave" - presumably without making a companion purchase.

She has put a sign on the door of the microwave (pictured) to reassure patrons about the store's commitment to hygiene.



HERE'S one way to boost your mineral intake.

US fast food chain Popeye's Louisiana Kitchen celebrated the opening of its 3,000th store globally by serving chicken wings battered in Champagne and dipped in gold.

The 24 Karat Champagne Wings, available just last Thu at selected stores in California, New Jersey, New York and New Orleans, were sprinkled with "24-karat gold flakes," with the special promotional pack of six golden wings costing just US\$5.

Streptfen advertising ban

PHARMACY point-of-sale advertising comparing Reckitt Benckiser's Streptfen with iNova's Diffiam has been permanently barred, with the Federal Court last Fri finalising proceedings in a case brought by iNova earlier this year alleging misleading or deceptive conduct.

The offending advertisement (pictured) relied on a 2001 Sydney University study undertaken by Professor S.I. Benrimoj, but did not differentiate between the various Diffiam products and in particular the stronger Diffiam Plus variety.

An interlocutory order in Aug required Reckitt Benckiser (RB) to make a written request to each pharmacy in which the advertising appeared, asking that the Streptfen point of sale posters be removed from display until further notice.



Subsequent to that hearing, a judgement published in late Sep gave reasons for the orders, which particularly centred on claims of "longer lasting relief" which were disputed by iNova on the basis of inclusion and exclusion criteria in the Benrimoj study, as well as representations

on the poster which relied on claims made on standard Diffiam packet notations.

Last Fri's orders finalised the case, meaning RB is restrained from further distributing the Streptfen poster and similar electronic billboard advertisements.

The case notes indicated Diffiam holds the largest market share in pharmacies by value for the medicated throat products category, at around 40%, and the lozenges category, around 44%.

Win with Plunkett's

Every day this week Pharmacy Daily and Plunkett's are giving away an Aloe Vera prize pack consisting of 2 Plunkett's Hi-Potency Aloe Vera Facial Masks, 1 hair turban and 1 gym towel valued at more than \$30.

Aloe Barbadensis 'Natures medicine plant' is renowned for its soothing, cooling and moisturising properties to restore dry and damaged skin. This single use 100% natural Bamboo fibre sheet mask, infused with 90% certified organic Aloe Vera and other nutrients including Jojoba and Allantoin, leaves the skin comfortably hydrated and feeling nourished and soothed. Visit: www.Plunketts.com.au.

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



What is the percentage of Certified Organic Aloe Vera in Plunkett's Aloe Vera Mask?

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or call 1300 799 220

*Valid for bookings made by 12 October 2018
and advertising to 28 February 2019.
Rates exclude gst.