



Farewell Ian Marshall

THE Pharmacy Guild of Australia has paid tribute to Ian Marshall, former President of its NT Branch, who died suddenly last week.

Marshall trained in pharmacy at the WA Institute of Technology in Perth, moving to Darwin in the 1970s before establishing his own pharmacy in the capital in 1984.

He was the inaugural President of the NT Guild Branch from 2000 until 2007, and was also a member of the steering group that established the delivery of the Bachelor of Pharmacy degree at Charles Darwin University.

Current Guild NT Branch President, Terry Battalis, said Marshall had been instrumental in ensuring that the Guild invested in a NT branch, giving the organisation total national coverage.

Marshall had three children, two of whom are also pharmacists.

GSK: “takes law seriously”

GLAXOSMITHKLINE says it “responded proactively” when Australian Competition and Consumer Commission (ACCC) concerns were raised about the packaging of its Voltaren pain relief products, after a Federal Court decision which accepted admissions that the company had breached Australian Consumer Law (**PD** breaking news Fri) in the marketing of Osteo Gel and Emulgel over a five year period between 2012 and 2017.

The ACCC brought the case against GSK and Novartis Consumer Healthcare, with the Court finding that the companies had marketed Osteo Gel as being “specifically formulated and more effective” than Emulgel in treating osteoarthritis related pain and inflammation - despite the products being essentially identical.

An ACCC investigation found Voltaren Osteo Gel was often sold at a significantly higher price than Voltaren Emulgel.

The Court cited the earlier case against Reckitt Benckiser which found RB had undertaken similar conduct involving Nurofen pain relief products.

A GSK spokesperson told **PD**: “We take consumer law seriously.

“Last year we admitted allegations in relation to certain historical packaging...and some historical

website content related to Voltaren Osteo Gel 1%.

“It is important to clarify that certain actions taken by the ACCC in recent years provided greater clarity around the expectations of companies marketing medicinal products,” the spokesperson said.

“We responded to this clarification proactively when concerns were raised and made changes to Voltaren Osteo Gel 1% packaging to help ensure we continued to meet the expectations of regulators and consumers.”

The ACCC noted that in Mar 2017 GSK amended the Osteo Gel packaging to include the words “Same effective formula as Voltaren Emulgel,” with the Court finding that while clearer wording would have been preferable, the change meant that the same misleading representations were not made.

A later hearing will determine penalties sought by the ACCC.

Qld dementia funding

THE Queensland Branch of the Pharmacy Guild has been successful in a funding application from the State Government’s *Advancing Queensland: An Age-Friendly Community Grants Program* to equip pharmacies to better deal with patients suffering dementia.

The Guild’s newly developed “Dementia Friendly Pharmacy Program” will recruit 30 pharmacies from across Queensland to ensure people living with dementia and their carers can be supported by teams of specially trained pharmacists and pharmacy staff.

Fully subsidised resources will be available including self-paced learning modules, a pharmacy specific dementia friendly checklist, promotional packs and advertising support through the Guild.

Pharmacies interested in more information or in participating in the program must register their interest by 31 May at guild.org.au/education.

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Ethical reasoning

REGISTERED pharmacists are more likely to seek guidance from their peers than consult regulatory guidelines when making ethical decisions, a study reveals.

Research conducted by Griffith University found the Pharmacy Board of Australia’s Code of Ethics was the most frequently referenced resource for pharmacist and interns when faced with ethical dilemmas.

The study found interns were more likely to consult guidelines and legislation than pharmacists who “reported using a social constructionist approach with peers as a reference”.

Interns also reported a higher rate of exposure to potential breaches.

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References: 1. Australian Medicines Handbook (online). Dermatological drugs. Tables: Comparison of potency and uses of topical corticosteroids [Internet]. 2018 [updated 2018 July; cited 2018 July 25]. 2. Dermatology Expert Group. Therapeutic Guidelines: Dermatology, version 4. Dermatitis: Atopic dermatitis. Therapeutic Guidelines Ltd [Internet]. 2016 [cited 2016 July 25]. 3. Kloxema Cream Approved Product Information, 12 September 2017. Before recommending please review full Product Information [here](http://www.kloxema.com.au).



Dispensary Corner

THEY definitely needed a minor ailments scheme in the southern Spanish town of Estopona last week, where a much-vaunted “urban slide” has been closed after just one day of operation due to a spate of injuries.

The 38m-long slide (pictured) was created as a short-cut between two streets, reducing the travel time from 10 minutes of walking to just a few seconds of exhilaration.

Costing about \$40,000, the stainless steel slippery dip has a 33 degree gradient, and shortly after opening featured in scores of social media postings showing hapless citizens hurtling off the end at high speed.



AND in another scientific research breakthrough, mysterious signals which baffled astronomers at Parkes Observatory for the last 17 years have been traced to the facility’s microwave oven.

The CSIRO released details of the anomaly which was initially attributed to local lightning strikes at the remotely-operated “Dish”.

After installing a new monitor to detect the interference it was found to centre on the 2.4GHz frequency - the same as that emitted by the microwave when workers were reheating food during maintenance visits.

Tassie vax expansion

TASMANIAN pharmacists will be able to administer influenza immunisations to children from the age of 10, under a plan announced yesterday by the state’s Health Minister, Michael Ferguson.

The Tasmanian Department of Health Winter Demand Management Plan 2019 lowers the age for pharmacist influenza vaccinations from 18 years to 10.

Pharmacy Guild Tasmania Branch President, John Dowling, welcomed the move, saying it was “great to see Tasmania taking the lead on what is looking like a severe season for influenza, and being the first state where pharmacists can vaccinate from 10 years plus”.

Dowling noted that pharmacists had been providing influenza vaccines in community pharmacy for some years, with the expansion meaning “older independent teens” would be able to receive vaccinations when convenient.

“This is an excellent step in ensuring that more people can protect themselves from the flu, by having their vaccination at their local pharmacy in Tasmania”.



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Vale Bob Hawke

THE Pharmacy Guild of Australia and the Pharmaceutical Society of Australia have both paid tribute to former Prime Minister Bob Hawke, who died peacefully last week.

Guild National President, George Tambassis, said Hawke had helped Australia realise the concept of universal health care through the introduction of Medicare.

“As Prime Minister, Mr Hawke also guided the development and implementation of the First Community Pharmacy Agreement, and those agreements continue to be the foundation of the community pharmacy industry today,” Tambassis said.

PSA President, Chris Freeman, also highlighted the pivotal role Hawke had played in establishing “Australia’s world-class healthcare system”.

“He was not only a champion of healthcare, but of the professionals who provide these services.

“In acknowledging the vital role of pharmacists he set the groundwork for many of the agreements and programs we have in place today,” Freeman said.



Weekly Comment

Welcome to Pharmacy Daily’s weekly comment feature. This week’s contributor is **Judy Cheung-Wood, skinB5 Founder & CEO.**



Psychological and emotional affects of acne

ACNE features in the news quite frequently, particularly the psychological and emotional strain it can place on sufferers. When asked to consider the physical and psychological effects their acne has had on them our respondents reported:

- 68% said that their skin impacts their self-confidence,
- 65% stated that they feel embarrassed when they have a breakout,
- Over one third (37%) of people said that acne has stopped them from doing something that they really wanted to do,
- 54% of respondents said that they have felt embarrassed to leave the house without makeup on.

Judy Cheung-Wood skinB5 CEO advises “SkinB5 provides the best high- performing products to strategically fight acne. We employ a wide range of consumer facing touch points: store visits, phone, SMS, Shping, blogs, social media and video to educate consumers.

In our commitment to support our consumers and inform them about, skin care, acne and breakout treatments, skinB5 is currently running a national search skinB5 wellness warriors. These ambassadors represent and speak to people looking for tips on how to best treat and look after their skin – delivering another medium to obtain information. To achieve clear skin, it’s imperative they have a community around them to support them and real-life people to connect with.”

Win with Carmex

Each day this week Pharmacy Daily and Carmex are giving away the pictured prize pack valued at over \$60!



Everyone wants that comfortable, confident feel of lips that are ready for the day, especially in Winter! Carmex lip balm helps to sooth, moisturise and

protect dry, chapped lips. This prize pack contains 9 different Carmex lip balms to keep your pout perfect!

See the FAQ page on www.carmex.com.au for more.

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

Who created Carmex lip balm?

Check here tomorrow for today’s winner.