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To win, simply be one of the first 3 people to send in the correct answer to the question below to:

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Get a salon perfect manicure in _____!

Ranbaxy takes the lions share

AFTER 15 weeks on the US market, Ranbaxy's atorvastatin molecule leads the market with a share of 47%, according to Motgan Stanley Research.

In second place is Pfizer with a share of 32%, followed by Watson which takes third place with 21% of the market.

This brand strength is also being

felt in Australia, according to Ranbaxy Australia's MD Alex Evans, who said that since the launch of Trovas (atorvastatin) in Australia the company has seen sales figures which indicate that prior to 01 April over 1500 pharmacies chose to purchase the drug.

"We are extremely happy with the uptake of Trovas," said Evans, who added that many groups such as Chemist Warehouse, Amcal/Guardian, Priceline and Pharmacy Alliance, are now going exclusively or endorsing the Trovas offer.

"We expect these numbers to continue to increase," he added.

Therapy subsidy

FUNDING for the Day Therapy Centre program has been extended for the next three years, according to the Minister for Mental Health and Ageing, Mark Butler.

As a result of the additional funding 70,000 older Australians will be able to receive subsidised physiotherapy, occupational therapy, speech therapy and podiatry services.

The announcement follows the release of a Alzheimer's Australia report compiled from feedback from older Aussies, their families and carers, which found that older Australians want more support to live independently for as long as possible (PD yest).

Mental work rising

NEW figures released by the Australian Institute of Health and Welfare show more Australians are entering the field of mental health.

According to the report the number of psychiatrists (including psychiatrists-in-training) per 100,000 people increased at an average yearly rate of 1.4% between 2005 and 2009.

The report also found that the number of nurses who work principally in mental health increased at an average yearly rate of 1.5% over the same period.

Interestingly the average age of mental health nurses and psychiatrists was found to be over 50.

Press and Go winners

PHARMACY Daily would like to congratulate the winners of yesterday's Press and Go competition: Ammar Sachak, Priceline Pharmacy; Janelle Lee, Jadin Chemist Group; and Rebecca McNeil, Friendlies Chemist Miami Plaza.

Sukin saving the planet

AUSTRALIAN natural skincare company, Sukin, has launched a new April campaign aimed at raising money for the Australian Rainforest Foundation (ARF).

As part of the campaign Sukin has released a special 1 litre Botanical Body Wash (with an ARF logo), for which every bottle sold will generate a donation of \$1 from Sukin to the ARF.

In addition for every 'Like' on Sukin's Facebook page, the company will donate \$0.50 to the ARF.

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Zyprexa still marketed

ELI Lilly has announced it will continue to market Zyprexa tablets and Zyprexa Zydys wafers post patent expiry.

The decision is based on the company's recognition of the distress that brand substitution can have on some patients with schizophrenia, and to ensure that that patients who have been stabilised on these medicines can continue to receive these treatments.

Eli Lilly has also said it will not place a brand price premium on Zyprexa formulations this year, meaning that a PBS prescription of Zyprexa tablets and Zyprexa Zydys wafers will cost no more to a patient than a PBS generic olanzapine.

In addition, the company has said that it will continue to support healthcare practitioners by providing accredited training, education and support, whilst patients will also be supported via the company's range of programs including Mind Body Life: Recipes for Life.

Monash expands pharmacy

TODAY marks the dawn of a new era in pharmaceutical education at Monash University, with the launch of the Faculty of Pharmacy and Pharmaceutical Sciences' new teaching facility, the Professional Practice Suite (PPS).

Costing \$1.8m, the new education and professional development facility was funded by The Victorian College of Pharmacy Foundation, in conjunction with Abbott Pharmaceuticals, API, Willach, Ascent, Rose Health, Quality Pharmacy Group, Rajan Pharmacies, alumni and the Victorian branch of the Guild.

"The launch signals the conclusion of one of Australia's most significant pharmacy education fundraising projects," a Monash statement said.

The Suite can accommodate up to 80 students and offers a contemporary and purpose-designed teaching spaces, as well as computer enabled tutorial areas which use custom-designed software applications

such as MyDispense, as well as consulting rooms with video recording capability and social learning spaces.

"We need to educate our graduates for today's high level of practice, but especially to lead change and establish tomorrow's future practices," said Professor Bill Charman, Dean of the faculty.

"Our solution, developed by faculty staff, was the development of the Professional Practice Suite. "It is a unique design that will facilitate the teaching of contemporary dispensing, primary care and patient communication skills in a 'hands on' manner," he added.

Speaking in the wake of the launch, Charles Khalouf, Convenor of the Quality Pharmacy Consortium said the "PPS will facilitate the development of a new breed of pharmacist trained to take responsibility for the overall health condition and deliver improved outcomes for their patients".

Cosmetic love

AUSTRALIANS have a growing love for cosmetic medicine according to new figures released this month by the Cosmetic Physicians Society of Australasia (CPSA).

According to the data, there has been a 15% increase on spending on non- and minimally-invasive treatments in the last 12 months, with the industry clocking an estimated \$644.7m for treatments.

The report also found that in the past five years, cosmetic medicine spending by Australian consumers has more than doubled from around \$300m per annum in 2008.

"The demand for non-surgical cosmetic treatments continues to grow for a number of reasons but one of the primary factors is new developments in this evolving area of medicine," said Dr Gabrielle Caswell, President of the CPSA.

"Emerging treatments are less invasive, more effective and less expensive, making them more appealing and accessible to patients," she added.

April MIMS Monthly Medicine Update

NEW PRODUCTS

Eviplera (**tenofovir disoproxil fumarate, emtricitabine and rilpivirine**) is a combination of an acyclic nucleoside phosphonate (nucleotide) analog of adenosine 5'-monophosphate, a synthetic nucleoside analog of cytidine and a non-nucleoside reverse transcriptase inhibitor respectively. The triple combination of tenofovir, emtricitabine and rilpivirine demonstrated synergistic antiviral activity in cell culture. Eviplera is indicated for the treatment of HIV infection in treatment naïve adult patients with plasma HIV-1 RNA \leq 100,000 copies/mL at the start of therapy. Eviplera is contraindicated in concurrent administration with lamivudine, adefovir, other products containing tenofovir (Viread), emtricitabine (Emtriva), tenofovir/emtricitabine (Truvada, Atripla), rilpivirine (Edurant); concurrent anticonvulsants (carbamazepine, oxcarbazepine, phenobarbitone, phenytoin), antimycobacterials (rifabutin, rifampicin, rifapentine), PPIs (eg omeprazole, esomeprazole, lansoprazole, pantoprazole, rabeprazole), St John's wort, systemic

dexamethasone (excluding single dose treatment) and in children $<<$ 18 yrs. The recommended dose of Eviplera is one tablet once daily taken orally with a meal. Eviplera is available as a bottle of 30 tablets. Each tablet contains 300 mg tenofovir DF (equivalent to 245 mg tenofovir disoproxil), 200 mg emtricitabine and 27.5 mg rilpivirine hydrochloride (equivalent to 25 mg rilpivirine).

Jevtana (**cabazitaxel**) is a taxane. Cabazitaxel is an antineoplastic agent that acts by disrupting the microtubular network in cells. Jevtana in combination with prednisone or prednisolone is indicated for the treatment of patients with hormone refractory metastatic prostate cancer previously treated with a docetaxel containing regimen. Jevtana is contraindicated with neutrophil counts \leq 1,500/mm³; hepatic impairment (bilirubin \geq 1 x ULN, or AST/SGOT and/or ALT/SGPT \geq 1.5 x ULN); pregnancy and breastfeeding; concomitant vaccination with yellow fever vaccine or with a history of severe hypersensitivity reactions to other drugs formulated with polysorbate 80.

The recommended dose of Jevtana is 25 mg/m² administered as a 1 hour intravenous infusion every 3 weeks in combination with oral prednisone (or prednisolone) 10 mg administered daily throughout Jevtana treatment. Jevtana is available as a 6 mg/1.5 mL single use vial.

Omnaris (**ciclesonide**) is a nonhalogenated glucocorticoid. The precise mechanism through which ciclesonide affects allergic rhinitis symptoms is not known. Omnaris is indicated for the treatment of seasonal allergic rhinitis in adults and children 6 years of age and older and the treatment of perennial allergic rhinitis in adults and adolescents 12 years of age and older. The recommended dose of Omnaris is 200 µg per day administered as 2 actuations (50 µg/actuation) in each nostril once daily. Omnaris is available as a single pump spray bottle containing 120 actuations.

NEW INDICATIONS

Enbrel (**etanercept (rch)**) is now indicated in treatment of chronic, severe plaque psoriasis in children and adolescents from 4 to 17 years, who are inadequately controlled by,

or are intolerant to, other systemic therapies or phototherapies.

Sandostatin LAR (**octreotide**) is now indicated in the treatment of patients with progression of well differentiated, advanced neuroendocrine tumours of the midgut or suspected midgut origin.

NEW PRESENTATIONS

Humulin (**neutral, isophane insulin (rbe)**) is now available as Humulin NPH KwikPen (isophane human insulin (rbe) suspension) and Humulin 30/70 KwikPen (30% regular (neutral) human insulin (rbe) injection and 70% isophane human insulin (rbe) suspension). Humulin KwikPen 3 mL is a multiple dose, disposable pen device containing 100 units/mL in packs of 5's.

SAFETY RELATED CHANGES

Aethoxysklerol (**laureth 9**) is now contraindicated in hormone replacement therapy, known hypercoagulability, neuropathy and spider veins: arterial occlusive disease (Fontaine stage II).

Exjade (**deferasirox**) is contraindicated with platelet counts $<$ 50 x 10⁹/L.

If a diagnosis of ulcerative keratitis is confirmed, treatment with Iressa (**gefitinib**) should be interrupted, and if symptoms do not resolve, or recur on reintroduction of Iressa, permanent discontinuation should be considered.

The potential risk with the combination of azathioprine or 6-mercaptopurine and Humira (**adalimumab (rch)**) should be carefully considered.

Hypogammaglobulinaemia (IgG or IgM below the lower limit of normal) has been observed in RA patients treated with Mabthera (**rituximab**).

Events of neutropenia associated with Mabthera (**rituximab**) treatment, the majority of which were transient and mild or moderate in severity, were observed in clinical trials in RA patients after the first course of treatment. Neutropenia can occur several months after the administration of Mabthera.

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.

Just one click away from keeping up to date with all the breaking news as it comes to hand...



Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by **Dettol**.

Mission for Health

GERM HUB TRAVEL TIP:

As germs can be transmitted by person-to-person contact, try to use Dettol Healthy Touch Instant Hand Sanitiser after shaking hands with people on your travels.



www.germhub.com.au

DISNEYLAND Hong Kong's BYOkids Family Fun Package is priced from \$1,898 per family of two adults and two children.

The package includes: three nights at the Hong Kong Disneyland Resort, four nights at the Harbour Plaza Northpoint in a one bedroom suite, two consecutive days Hong Kong Disneyland Entry Ticket, 24 hour hop on hop off bus passes for around Hong Kong city, and return tickets on Star Ferry, return tickets on Peak Tram, and admission tickets to Sky Terrace at Victoria Peak, Sampan Ride.

For more details, or to book visit www.byokids.com.au.

Symbion goes el naturale

PHARMACY giant Symbion Consumer Products is branching out into the world of natural skincare, with the launch of its new Bodhi Me range.

The new pharmacy-only range includes a Daily Moisturiser, Facial Scrub, Cream Cleanser, Body Lotion, Body Wash, Hand Wash, Shampoo and Conditioner.

"We've invested significantly in the development of all aspects of this range – from the initial market research to the product formulation and packaging," said Amy Butler, Symbion's Product Manager – Consumer Products.

The products are designed to appeal to environmentally conscious shoppers, as well as to vegetarians, vegans and consumers with allergies or sensitivities to certain chemicals.

As such, all of the products in the Bodhi Me are free from: palm oil, animal testing, animal derivatives, parabens, petro-chemicals, sodium lauryl and laureth sulphate, mineral oils, sulphates, PEGS (polyethylene glycol), TEA (trethanolamine), DEA (diethanolamine), EDTA (ethylenediaminetetraacetic acid), and artificial colours and fragrances.

"Consumers are certainly becoming more aware of what they're using on their body – and for today's consumers what's not in

skin care products is nearly as important as what is in them," said Butler.

"The great thing about the Bodhi Me range is that it ticks as many of the 'free from' boxes as possible and all of the products are also Australian made," she added.

Despite its natural formulation, premium packaging and lack of cheap ingredients such as palm oil, the range has been priced to place it within the means of the average Aussie shopper, with prices ranging between \$5.99 and \$14.99.

"The products will provide an exclusive offering at a competitive price point," said Butler.

MEANWHILE in terms of support for store staff, a spokesperson for Symbion Consumer Products told **PD** that Account Managers will shortly begin a campaign of in-store product training, whilst store sales incentives will also be available in the near future- see www.youmeandeverbody.com.au.

DISPENSARY CORNER

DANGERS of DIY.

A woman has had to be rescued by emergency services after she got herself stuck inside a flatpack wardrobe that she had purchased and was assembling.

The woman was trapped inside the wardrobe for an hour and a half before calling the emergency services.

"She wasn't that unhappy as she had her cigarettes with her while she was waiting to be rescued," said a fire station representative.

NATURE 1, car 0.

A nature-loving German businessman wrecked his Ferrari Testarossa trying to avoid a hedgehog ambling across the road.

Fortunately the driver and the hedgehog escaped unharmed, however the Ferrari will cost around \$47,000 to fix.

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This Project is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement.