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MORE INFORMATION:

Contact David Patton m: 0432 515 717

## UVA coming up in ranks

A NEW study by a team of Australian researchers has found that the role of UVA in skin cancer has been underestimated.

According to the research, UVA is the dominant mutagen in the basal layer of the epidermis (which contains the dividing cells that cause skin cancer).

"The reason why UVA is so effective in causing cancer appears to be due to lower levels of DNA repair in these basal keratinocytes and deeper penetration of UVA than UVB to these cells," said study head Professor Gary Halliday.

This basal layer of skin is especially susceptible to UVA-induced genetic damage as it has low expressions of hOGG1, a major enzyme which repairs oxidised guanine (8-oxoG), the main photodamage caused by UVA, Halliday said.

"We have recently discovered a novel hotspot mutation in the chromatin remodelling gene, the exon-4 of BRM in human skin tumours, which is consistent with that being caused by UVA," he said.

Researchers also found two immunosuppressive peaks, one in the UVB range at 300 nm and a second in the high wavelength UVA at 370 nm with wavelengths between these peaks being less effective.

## Swisse takes case to court

VITAMIN giant, Swisse, has launched legal proceedings to have a TGA ban on its advertisements overturned (PD 07 Mar).

The TGA's Advertising Complaints Resolution Panel recently forced Swisse to withdraw several TV commercials due to breaches in the Therapeutic Goods Advertising Code, relating to claims of product benefits and the degree to which those claims could be substantiated.

The advertisements covered 11 Swisse products including Women's Ultivite, Men's Ultivite, Ultiboost Sleep and Wild Krill Oil.

Swisse was also ordered to stop using the slogan "You'll feel better on Swisse", because the Panel found that the company had no proof to back up that claim.

Swisse launched appeal proceedings on Friday, saying that the Panel did not follow due process, and that it had banned the promotion of products such as its Wild Krill Oil, which were not included in the two anonymous complaints that had sparked the investigation in the first place.

As a result, the Court adjourned the case until Wednesday, but ordered that the Panel remove its

Swisse findings from its website.

MEANWHILE responding to the furore, self-appointed industry watchdog, Dr Ken Harvey, said that the company's Wild Krill Oil claims such as, 'help support cardiovascular and joint health' stretch the boundaries of what is really known about the product.

To back his position, Harvey said that one of the clinical trials upon which Swisse based its Wild Krill claims had undisclosed conflict of interests, small numbers of participants and results which were still pending.

"I believe that more specific claims such as, 'According to clinical trials Wild Krill Oil improves pain and inflammation associated with arthritis, and supports joint mobility' and 'It has been shown to have positive effects on unhealthy cholesterol levels and the cardiovascular system' and 'can assist with the management of premenstrual syndrome symptoms such as anxiety, tension, breast tenderness and bloating' go well beyond the limited and unconfirmed clinical evidence listed," he said.

## Pharmacy winners

CONGRATULATIONS to the winners of last Friday's PD Busby comp: Kristen Peck, APHS Calvary Healthcare Riverina; Belinda McLachlan, HNE Pharmacy Services; and Marissa White, Friendly Care Pharmacy Booval.

For more chances to win, see page two of today's PD.

## Women fear the dentist

UNIVERSITY of Sydney researchers have found that women in their forties are more likely to have dental anxiety than any other age group.

The researchers made their discovery during a case-control study, which is now entering its fifth year, into dental anxiety and phobia.

According to the study findings, women in their forties are the most likely to have perceived a traumatic dental experience, abuse, trauma and oro-facial trauma.

"Dental anxiety is very real and complex and it should never be downplayed," said study head, Dr Avanti Kavre.

"Despite all the advances in the dental field, dental fear is reported in up to forty per cent of the western population," Kavre added.

## ANIMAL, VEGETABLE...



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## Central Bundaberg Pharmacy (Receivers Sale)

### Expressions of interest sought

Acquire this well established pharmacy in the Bundaberg CBD, conveniently located in a medical centre precinct.

A strong script business and open 5.5 days per week, this pharmacy is ideal for parties looking for a secure pharmacy opportunity.

To register your interest, please contact Peter Marshall, Pharmacy Solutions Australia [peterm@pharmacysolutions.com.au](mailto:peterm@pharmacysolutions.com.au) by Friday 6 April 2012

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## Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is

**Paul Rowe, Chief Executive of Razor Group of Companies**



The advent of e-commerce has facilitated the supply of goods and services with little limitation and medicines are no exception.

Consumers now have immediate access to pharmaceuticals, often from international sources and without pharmacist consultation (or even a prescription!).

This may represent a clear danger to public health and to traditional pharmacy profits!

Who can compete with a web-based, automated, low cost, 24hour global service?

From a consumers view point this trend allows the ultimate in convenience and value, particularly for remote areas.

However, presently drugs bought overseas are subject only to customs checks but many are packaged to avoid even this barrier.

Furthermore, there are a vast number of counterfeit and substandard medicines available so safety is clearly an issue.

The National Medicines Policy states that the safe use of medicines requires "...monitoring outcomes and minimising misuse" – virtually impossible online!

In May 2011 the Pharmacy Guild released a submission to the government in an effort to regulate this practice because it maintains that "the ideal way to supply medicines is...face to face contact."

In the meantime it may be up to pharmacists and the medical profession as a whole to increase public awareness of the potential pitfalls of online shopping for medications.

It may be cheaper to buy shoes and pharmaceuticals online, but you are unlikely to die based on receiving the wrong shoe!

## Monash gains momentum

**MONASH** University's new complementary medicine (CM) collaboration, which pushes for a stronger evidence base CM is gaining momentum, signing up a new industry member, Floridis natural medicines.

The collaboration, which was outlined by Le Trobe University's Dr Ken Harvey at APP2012 over the weekend, is designed to identify the elements required to develop an appropriate CM version of the quality use of medicines (QUM) regime, similar to that currently applying to pharmaceutical drugs.

Once developed, the objective is to implement and test the CM-QUM program on a pilot scale in a defined population with a selected range of products, in order to assess its impact on different stakeholder groups.

The project also aims to help consumers and health professionals in making informed decisions regarding CMs, as well as to support sponsors of evidence-based products and to encourage research and development.

Plans in the works include the

establishment of a reference group, organisational structure, conflict of interest guidelines and dialogue to identify CM-QUM issues; as well as the establishment of an opt-in system for assessing data about specific CM products; and a dedicated website to disseminate authoritative information and the endorsement of appropriate promotional standards.

In addition, the collaboration plans to develop and deliver CM-QUM educational modules and to liaise with sponsors, educators, professional associations etc; as well as to develop sponsor guidelines with opt-in sponsors on appropriate communication of product characteristics and ethical promotion; and also to develop an appropriate logo which designates whether an assessment has been conducted.

According to Harvey, the collaboration is calling for additional partners, as well as for industry comment.

For more information, to join, or to provide feedback email - [paul.komesaroff@monash.edu](mailto:paul.komesaroff@monash.edu).



## DISPENSARY CORNER

**HISTORY** in the making.

A marketing stunt involving the Uffington White Horse in Oxfordshire by European bookmaker Paddy Power, has caused uproar, with British citizens saying it cheapens an important historical monument.

The White Horse monument is around 3,000 years old, and is a 110m long prehistoric hill figure of a horse, made using deep trenches of white chalk.

The bookies however added a jockey to the horse, using canvas and tent pegs, to promote the Cheltenham Festival.



**THE** cure for racism?

Researchers at Oxford University have discovered an unusual side-effect of the beta blocker Propranolol, a lowering of racist attitudes.

Propranolol blocks activation in the peripheral autonomic nervous system, and affects the area of the brain which impacts on emotional responses and fear.

The small scale study looked at two groups of 18 volunteers, one group which was given propranolol, and the other group which was given a placebo.

Participants were then given test which gauged their levels of subconscious racism.

Results of the test showed that those taking propranolol were less racially prejudiced on a subconscious level.

Researchers did however find that the drug had no effect on volunteers stated attitudes to races.

"Our results offer new evidence about the processes in the brain that shape implicit racial bias," said study head, Dr Sylvia Terbeck, who added that the findings may indicate that racism is based on fear.

## WIN YOU ME & EVERYBODY PACK



This week we are giving five lucky readers the chance to win a **You Me & Everybody** prize pack.

You Me & Everybody is a

new skin care range designed for women who love their skin, because guess what? We love it too!

Each prize pack is worth \$120 and includes Saving Face Mist Toner, Saving Face Serum, Saving Face Anti-Aging Moisturiser, Shady Lady Daily Face Milk, Derma Karma Arnica Cream, Cool It Aloe Vera Gel, Helping Hands Wash and Sumptuous Skin Mousse!

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

*What is the key ingredient in the You Me & Everybody Saving Face Serum?*

Hint! The answer can be found on the You Me & Everybody website: [www.youmeandeverybody.com.au](http://www.youmeandeverybody.com.au)