

Pharmacists not the apple of mothers' eyes

Jennifer Joseph

PHARMACISTS do not rate as highly as other healthcare professionals when it comes to providing information to mothers on important issues relating to infant eye health, research has found.

The research, funded by Wyeth Nutrition, surveyed 258 mothers of children aged four years of age and under, on their thoughts in relation to infant eye health and nutrition.

Despite the research highlighting a clear role for pharmacy in educating mothers about nutrition and eye health, the survey revealed almost no mothers (one per cent) cited the pharmacist as the healthcare professional who provided most advice on their child's eye health.

Out of the group of mothers who did discuss their child's eye health with a healthcare

professional, only seven per cent had spoken with a pharmacist.

While 90 per cent of surveyed mothers believed nutrition plays an important role in the health and development of young eyes, just as many had not heard of lutein.

Pharmacist and medical herbalist Gerald Quigley said the profession must place more importance on connecting with customers, particularly since 46 per cent of mothers said they did not receive enough information about infant eye health.

"The role of pharmacy in paediatric eye health is now more important than ever. We need to reinforce our role as 'health solution providers', building a long-term relationship with parents by providing essential information, including the necessary nutrient intake for their children," he said.

"These findings clearly

show pharmacists can – and need to – play an active role in improving infant eye health outcomes including nutrition-based solutions. We have the knowledge to contribute to this area in a meaningful way."

Essential elements, such as Vitamin A, and other important nutrients such as Taurine, DHA and AA and lutein are important for eye health, development and function in the critical first six months.

Essential elements, such as Vitamin A, and other important nutrients such as Taurine, DHA and AA and lutein (a naturally occurring carotenoid which may help protect the eye from damage by filtering blue light and neutralising free radicals) are important for eye health, development and function in the critical first six months.

To comment [click here](#).

TGA to review Xenical after FDA liver warning

Karlie Verkerk

A REVIEW of weight-loss medication Xenical is being carried out by the Therapeutic Goods Administration (TGA) after reports of adverse reactions in the US.

The Food and Drugs Administration (FDA) has approved a revised label for Xenical, which includes new safety information about cases of severe liver injury that have been associated with the use of the medication.

The FDA is also adding a new warning about rare reports of severe liver injury to the over the counter (OTC) Drug Facts label for Alli, a weight-loss drug, which

contains a lower strength of orlistat, the same active ingredient used in Xenical.

The review of the labeling for both products was sparked after the FDA was informed of 12 cases of severe liver injury in patients using Xenical, while the Administration received a report of one case associated with the use of Alli.

The US body called on doctors and pharmacists to consider the potential risks associated with the two medications before prescribing or recommending them to patients.

"Health care professionals should weigh the benefits of weight-loss with the potential

risks associated with Xenical and Alli before prescribing or recommending these medications to their patients; patients should stop use of orlistat and contact their health care professional if they develop the signs and symptoms of liver injury, including itching, yellow eyes or skin, dark urine, light-colored stools, or loss of appetite," a statement from FDA said.

A spokesperson for the TGA said the agency had received no reports of liver injury associated with Xenical in Australia but would review drug information to determine whether changes were warranted.

To comment [click here](#).

PHARMACY 
More care, less cost



great reasons to join
**THE CLEVER
DISCOUNT MODEL**



BRAND



BUYING



SYSTEMS



MARKETING

Pharmacy 
NEWS
twitter
**FOLLOW US
ON TWITTER**

ADVERTISE

To advertise please
contact Rebecca Stevens
at rebecca.stevens@reedbusiness.com.au

Image targeted over health for World No Tobacco Day

Nick O'Donoghue

SMOKERS' insecurities are being targeted over health concerns as part of a new campaign to encourage people to kick the habit.

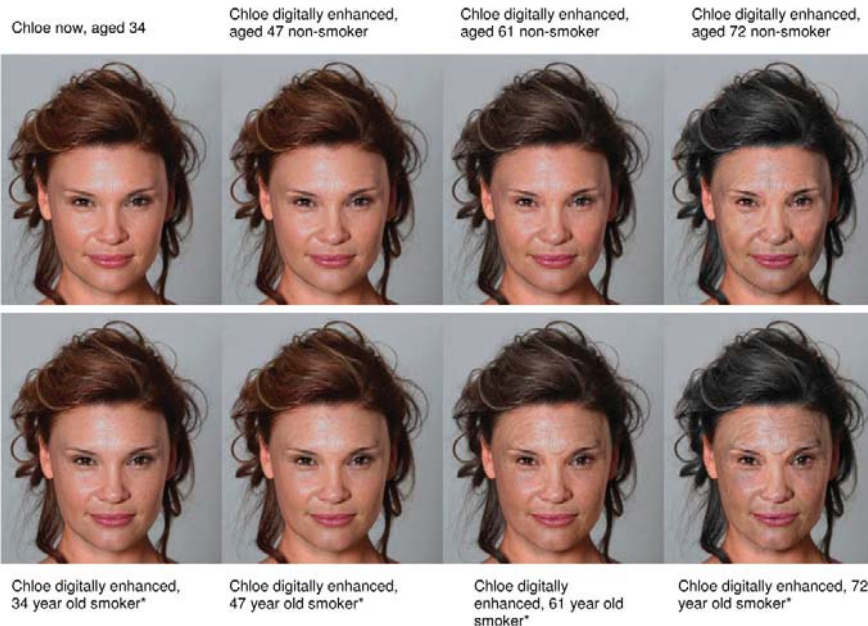
Research conducted by Nicabate, released yesterday on the eve of World No Tobacco Day emphasised the impact smoking has on a person's appearance.

The research found heavy smokers, were three-times more likely to wrinkle prematurely than non-smokers, and the effect was more pronounced in women than in men.

With the World Health Organisation (WHO) focusing on the marketing of tobacco products to women the new campaign launched by Nicabate highlighted the impact of smoking on women's skin using digitally enhanced images of former Australian model Chloe Maxwell.

Contrary to the traditional view the research found that women were less likely to have tried to quit than men.

Only 13 per cent of smokers have not tried to quit with female



Tobacco campaign targets image: Digitally enhanced photos of former Australian model Chloe Maxwell show the damage smoking can do

smokers (17 per cent) almost twice as likely as men smokers (nine per cent) to have not tried.

The research also noted smokers were reducing their chance of finding a partner by not quitting, with the majority of smokers themselves preferring to date non-smokers, while two-thirds of non-smokers said smoking was a turn-off.

Adding to the fact that smoking is no longer seen as being sexy, almost one in three non-smoking women would end a relationship if their partner did not give up smoking.

While the majority of smokers said they wanted to quit the research reported nearly one in five did not believe they could do so successfully.

To coincide with World No Tobacco Day, Nicabate launched a new online behavioural support program, **QuitPartner**.

QuitPartner is designed to work hand in hand with Nicabate products to support smokers with not only their physical attachment but also their emotional and habitual attachment to cigarettes.

To comment [click here](#).

BRIEFS

FLU VACCINES AVAILABLE

Pharmacy group National Pharmacies has declared the "flu vaccine drought" is over after securing fresh supplies coming into the winter months.

A spokeswoman for the group said patients with prescriptions for their GPs could go to any of its 59 stores across New South Wales, South Australia and Victoria to get a dose of the vaccine.

National Pharmacies members will also be eligible for a 10 per cent discount when they purchase the vaccination.

GREEK WALK OUT

Pharmaceutical companies have suspended distribution of their products in Greece after the debt ridden country announced plans to cut 25 per cent from its drugs bill.

Danish drug makers Novo Nordisk

and Leo Pharma pulled the plug on sales in Greece fearing other struggling EU member states would follow the Greek example.

Greek Government officials accused the two companies of trying to blackmail Athens, as they hold monopolise the market for certain key drugs.

A spokesman for Novo Nordisk, which is owed €24.4million (AUS\$ 35.5 million) by Greece, said that

the debt issue was unrelated to the decision not to lower prices.

HEP C AD CAMPAIGN

A new TV ad campaign has been launched today to encourage people to talk to their pharmacist in confidence about hepatitis C.

Over 200,000 Australians are living with the virus, which can go undetected for years with no symptoms.