

# Bio-Oil®

Bio-Oil's visual identity has been updated to align it with current public perceptions of the brand and to have an identity that allows for further products under the Bio-Oil brand. This transition will start coming through wholesalers beginning 2018.

## New Look. Same Formulation.

### 2018 ONWARDS

Since the launch of Bio-Oil in Australia in 2003, the brand has grown from a product sold in a few countries to a product available in over 125 countries. Most recommended by Australian GP's & Pharmacists<sup>1</sup> to improve the appearance of stretch marks and scars, and loved and respected by millions of repeat users nationally.

As a reflection of the product transitioning into a brand, a decision was made to update the packaging. The packaging aligns with how people currently feel about the brand, promoting a recognisable single colour and logical layout.



### TAMPERPROOF CARTON

With a new identity, we have taken the opportunity to upgrade our packaging to provide greater safety to our users.

### NEW PACKAGING SAME FORMULATION

For an interim period while users are getting familiar with the new packaging, the words "New Packaging Same Formulation" will be printed on the carton. These words have been placed on the tamperproof strip as this is considered the most visible part of the pack.

<sup>1</sup> ACA Research, Jan 2017 n=554



### Today's issue of PD

Pharmacy Daily today has two pages of news plus a front full page wrap from Bio-Oil.

### Bio-Oil rebrands

PHARMACIES are today being advised of a new look for Bio-Oil, with revised packaging including a tamperproof carton to begin flowing through wholesalers shortly.

For an interim period the words "New Packaging Same Formulation" will be printed on the carton, with the new look said to "align with how customers currently feel about the brand" with a recognisable single colour and logical layout.

See the **cover page** for more info.

### CP2025 milestone

THE Pharmacy Guild's Community Pharmacy 2025 project has completed its qualitative research phase, with a recent series of focus groups providing input which will feed into the Guild's development of a vision and plan for the future community pharmacies in Australia.

The plan aims to enable community pharmacies to have a sustainable long-term future as an integral part of the Australian health care system, "serving the needs of increasingly empowered patients and health consumers," the Guild said.

As well as the focus groups, the Guild is consulting with stakeholders including peak health groups, the broader pharmacy sector, patient representatives, digital health and technology experts, retailing experts and more.

## Oxy pharmacist arraigned

THE NSW Health Care Complaints Commission (HCCC) has pursued a series of complaints against Sydney pharmacist Anthony Sadek before the Civil and Administrative Tribunal of NSW, around instances of excessive OxyContin dispensing.

In a decision handed down yesterday following a hearing in late Oct, Sadek was found to have engaged in unsatisfactory professional conduct and professional misconduct relating to "multiple improprieties in recording and dispensing of Schedule 8 medications."

Sadek, first registered in 1989, was found guilty of failing to report unaccounted for Schedule 8 medications, failing to report suspect and tampered Schedule 8 scripts, dispensing very large quantities of high strength OxyContin with no directions for use, and dispensing very large quantities of high strength OxyContin to a person not the script holder and not authorised by patients to collect on their behalf.

A non-publication order is in effect prohibiting disclosure of the names of the patients and medical practitioners in the schedule to the complaint, and any other patients named in evidence.

The Tribunal ruled that Sadek "was prepared to tailor and falsify his evidence under oath", that "more than mere incompetence was involved" and that his conduct was "improper and unethical", ruling that the matter proceed to Stage 2 determination.

The question of costs is reserved

until the second stage of the matter is determined.

Sadek is the proprietor of a pharmacy in the suburb of Guildford, with the case following a probe initiated in 2013 where the Pharmaceutical Services Unit reviewed wholesale records of OxyContin and noticed the pharmacy had purchased an unusually high number of tablets.

A 2014 Pharmacy Council hearing imposed conditions that Sadek not possess, supply or manufacture drugs of addiction other than methadone and buprenorphine.

The record of the hearing determined today said the pharmacist did not contest many factual aspects underlying the complaint, but "did not concede that any of the conduct was unsatisfactory professional conduct, or professional misconduct".

### Guild NBN guidance

WITH telephone and internet links central to the functioning of a pharmacy business, the Pharmacy Guild of Australia has developed an NBN "Readiness Guide".

Telecommunications drive most business and pharmacy practice activities enabling communication with partners, patients & suppliers and are key to ensuring staff can operate effectively, the Guild says.

The guide provides more detailed information about the NBN and the technologies required to support its roll-out including links and references to key information sources - access at [guild.org.au](http://guild.org.au).

### PSA signs PSS MOU

THE Pharmaceutical Society of Australia (PSA) has signed a new memorandum of understanding supporting the Pharmacists Support Service (PSS).

PSA national president Dr Shane Jackson said, "We acknowledge and congratulate PSS on the work they do on behalf of the professional organisations to support pharmacists...we encourage all pharmacists to utilise the PSS if they are having difficulties in their work life, especially during the busy Christmas and holiday period."

The volunteers of PSS are all pharmacists supporting their colleagues in their time of need.

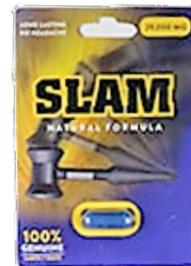
The key contact number for counselling is 1300 244 910.

### TGA slams SLAM

THE Therapeutic Goods Administration (TGA) advises health professionals and consumers that it has tested

a product labelled SLAM Natural Formula 29000 mg capsules and found that they contained undeclared substances dapoxetine and tadalafil, prescription-only medicines in Australia.

This product has not been assessed by the TGA for quality, safety or efficacy as required under Australian law, and the place of manufacture is not TGA-approved.



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Pharmacists know the value of 6CPA medication adherence and medication management services.

Patients do too.

Now it's time to put it on the record.



### e-learning modules available soon

PSA is supporting pharmacists to implement changes to redesigned 6CPA programs.

Find out more at [www.psa.org.au/6CPA](http://www.psa.org.au/6CPA)



## Dispensary Corner

**WHO** doesn't like to relax and have a bit of a laugh at Christmas?

Here's proof that even busy medical staff can get into the spirit - check out the creative decorations by Googling 'Hospital Christmas decorations'.

You'll see a giant tinsel cardiogram along a wall, a Christmas wreath made of urinal bottles and one constructed with tablet vials.

Beware the laughing Rudolph reindeer O&G speculum or bedpans (pictured), babies in the neonatal ward cosied up in Christmas stockings and a Christmas tree made of inflated surgical gloves of varied colours



**WHEN** you think of space travel you generally aren't too concerned with how the human body's sense of smell is going to deal with the situation.

But recently Russian cosmonaut Sergei Ryazansky opened up about what the universe smells like and the answer we are almost certain will surprise you - he said it smells like metal welding.

For Ryazansky, space smelled a bit like the sensation in the nose when a train driver applies brakes abruptly - the smell of hot rail.

However American astronauts have said they think outer space smells more like mushroom soup, proving that when it comes to politics or now even the humble olfactory nerves, the Yanks and Ruskies can't ever agree.

## Guild looks forward to 2018

**RESOLUTION** of issues around the medicine supply chain will be a high priority for the Guild in 2018, following the recent decisions by AstraZeneca and Amgen to distribute some products on an exclusive direct supply basis.

Writing in the Guild's *Forefront* update yesterday, executive director David Quilty said the organisation would be pushing for a "sustainable wholesaling remuneration system and a high cost medicines solution that recognises the cash flow challenges of pharmacies" - as well as rising levels of medicines shortages.

Quilty gave an overview of activity in 2017, including the expansion of pharmacy vaccination and the success of the Pharmacy Compact which increased the Administration, Handling and Infrastructure fee for the remainder of the 6CPA in recognition of lower than estimated PBS subsidised script volumes.

The Compact also allocated \$600 million for expanded patient programs focusing on DAAs, staged

supply and MedsChecks, and included community pharmacy in the Health Care Homes trial.

"In early 2018 pharmacies' role in the Health Care Home trial will need to be bedded down and the existing trials under the Pharmacy Trial Program taken forward.

"Pharmacies will also face enhanced data collection requirements under the expanded 6CPA patient programs," he said.

2017 has also seen huge activity around the up-scheduling of codeine, and it is envisaged this will continue in the first half of 2018.

Quilty said while governments had not taken up the proposal for an exception to the up-scheduling, "the Guild's ongoing advocacy and the success of MedsASSIST as a patient support tool have highlighted the issue of opioid addiction and the urgent need for a real time monitoring system which must be taken forward in 2018".

## TGA innovation talk

### THERAPEUTIC Goods

Administration chief Adjunct Professor John Skerritt presented at last week's Therapeutic Innovation Australia Symposium 2017.

Skerritt focused on the 2013 Productivity Commission report which highlighted that small to medium enterprises (SMEs), such as pharmacies, face challenges navigating regulatory frameworks.

He said the department needs to make the regulation process more easy to understand, and provide better support services for SMEs.

Upcoming guidance documents will relate to prescription and complementary medicines as well as scheduling, advertising, biologicals issues, medical devices and adverse events.

Visit [tga.gov.au](http://tga.gov.au) for the slide set.

## Metformin superager

**NEW** research underway in the US is exploring the possibility that diabetes drug metformin could also contribute to a longer life.

Deputy scientific director of the American Federation for Aging Research (AFAR) Dr Nir Barzilai said his research found some genetic variants that appeared to confer protection against ageing diseases.

For more than 60 years metformin has been used as a very cheap first-line treatment for diabetes.

Now, trials in a variety of animals have shown they also live healthier, longer lives with the mechanism uncertain, but linked to reduction of oxidative damage and inflammation in cells.



## 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 *Cruise Weekly*.

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[www.cruiseweekly.com.au](http://www.cruiseweekly.com.au)

### Regent Seven Seas to circumnavigate Australia

**REGENT** Seven Seas Cruises this week promoted the "voyage of a lifetime" - a 36 night cruise departing Sydney on 15 Dec 2018 which will cruise all the way around Australia.

Taking place aboard the extremely luxurious *Seven Seas Mariner*, the voyage includes an exclusive New Year's Eve party in Bali, unlimited shore excursions, meals in specialty restaurants, in-suite minibar replenished daily, unlimited internet access and pre-paid gratuities.

See your travel agent or call 1300 455 200 for details.

### Captain Cook's Fiji sale

**CAPTAIN** Cook Cruises is offering three nights' free accommodation when a seven- or 11-night cruise is booked.

The "Three Nights Free Sail" special applies to all room types and will go on sale from 26 Dec to 28 Feb with the deal valid for trips until 31 Mar 2019.

All fares include ship accommodation, meals, guided tours, snorkelling and more.

See [captaincookcruisefiji.com](http://captaincookcruisefiji.com).