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Today's issue of PD

Pharmacy Daily today has three pages of the latest pharmacy news, including our **Weekly Comment** from SkinB5 Founder and Managing Director, Judy Cheung-Wood, and our **weekly competition**.

CHP Australia Industry Update

Digital & social media have become exciting and powerful tools for communicating health solutions to consumers.

But remember, as with all forms of therapeutic goods advertising to consumers, online advertising including promotions with influencers must comply with the Therapeutic Goods Advertising Code (TGAC).

Stiff penalties and sanctions are in place for noncompliance.

"The application of the TGAC to digital and social media is complex and ambiguous." Steve Scarff, Regulatory and Legal Director, CHP Australia.

"In the absence of published TGA decisions on the topic, we have prepared comprehensive guidelines to assist advertisers navigate this uncertainty."

Developed in consultation with advertising and marketing leaders from across the industry, these guidelines take the form of frequently asked questions to ensure real-world relevance and applicability.

To access the guidelines, visit www.chpaustralia.com.au/Information/Industry

PPA pledges to stop COVID-19 testing

PHARMACY union, Professional Pharmacists Australia (PPA), will "do whatever it takes" to stop the rollout of the Queensland State Government's pharmacy-based COVID-19 testing trial, if safety concerns are not addressed.

Speaking with *Pharmacy Daily*, PPA Queensland Director, Adam Kerslake, said "people are freaked out" by the proposed testing service, warning the union would use workplace health and safety legislation to protect pharmacy staff.

Kerslake expressed concerns over the lack of communication between the State Government and frontline pharmacists prior to announcing the trial last month (*PD* 12 Aug), saying Queensland needed to follow similar protocols to the small-scale COVID testing program in South Australia.

"The Government announced this on 12 Aug," he said.

"They didn't talk to the people who are going to be doing it - they called us in and said 'it's been announced, so it's going ahead',



but we will not let it go ahead if it's not safe.

"If our people get infected, get sick and die, we're not having that."

Kerslake told *The Courier-Mail* the idea of having potentially infected patients visit retail environments for testing was "half-baked", and warned industrial action could be taken to stop the trial.

"It's a flashpoint, if we don't act now and run a really strong campaign to stop that, it will be in

every pharmacy in the country in a short time and our people will be getting infected," he said.

Pharmacy Guild of Australia Queensland Branch President, Trent Twomey has previously said the pilot would follow similar protocols to the South Australian trial, with pharmacy testing centres complying with the same clinical guidelines "that every other piece of the primary healthcare infrastructure needs to comply with".

CWH's Irish move

CHEMIST Warehouse is eyeing expansion beyond antipodean shores, with *The Sunday Times* reporting that the discount giant is looking to enter the Irish market.

The publication said the Australian business has linked up with an Irish pharmacy entrepreneur to set up an initial store in Dublin.

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*Schellenberg R, et al., *BMJ* 2001;322:134-137. Berger D, et al., *Arch Gynecol Obstet* 2000;264:150-153. Schellenberg R, et al., *Phytomedicine* 2012; 19:1325-1331





Pharmacy central to NSW campaign

HEALTH literacy and the role of pharmacists in promoting medicines safety will be key to the 2020 NSW Multicultural Health Week campaign.

Funded by the NSW Ministry of Health, the campaign, which kicked off today, aims to improve medicines safety across the state, with new fact sheets in 28 languages, outlining how patients can use their medicines safely.

Launching the campaign, NSW Health Secretary, Elizabeth Koff, said the focus on medicines safety was “particularly important” during the COVID-19 crisis.

“This year has been a challenging one for all and nobody has not been impacted by the pandemic,” she said.

“We all work together to ensure our families, friends and loved ones are all safe.

“The week highlights the safe use of medicines and also the role your pharmacist has in supporting your



health and safe use of medicines.”

A promotional video notes that “your pharmacist is a highly trained professional and is there to help you”.

Speaking with *SBS News*, University of Sydney Professor of Medicines Use Optimisation, Parisa Aslani, said language barriers

often caused confusion about how to correctly use prescribed medications.

“They’re not lollies, they are serious drugs and it’s important that people are aware of why they’re taking medicine, what it’s going to do for them, and what to do if there’s a problem,” she said.

TGA issues fresh shortage notices

THE Therapeutic Goods Administration (TGA) has issued Serious Shortage Substitution Notices for medicines containing olmesartan or prazosin as the sole active ingredient.

Under the notices pharmacists are allowed to use their professional and clinical judgement to determine whether a patient is suitable for substitution.

Patients must give their consent prior to switching, and pharmacists are required to counsel them on the difference in the number of tablets they should take and ensure that this is appropriate for them; they also have to be given a Consumer Medicine Information leaflet, and be told of any possible adverse events associated with the substituted medication.



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Dispensary Corner

SOUTH Africa's Clicks Pharmacy group has found itself at the centre of a racism row over its descriptions of black hair.

The pharmacy group used pictures of black hair to categorise tresses that are "dull", "dry and damaged", while blonde hair was described as "normal", in a marketing campaign (pictured below).

Dark-haired Miss Universe 2019, Zozibini Tunzi, has joined those hitting out at Clicks Pharmacy, suggesting the images used were racially insensitive.

"Not only is this disrespectful to black lives, it is also evidence of an absence of representation and diversity within the organisation," she said.

"And we are talking about a South Africa with a population of about 80% black people."

Clicks has since pulled the campaign and issued an unequivocal apology.

"We do not condone racism and we are strong advocates of natural hair," the company said in a tweet.

"We are deeply sorry and will put in place stricter measures on our website.

"We recognise we have a role to play in creating a more diverse and inclusive South Africa, starting with our website content."



Flying pharmacist Angel

SKYDIVE pilot-turned-pharmacist, Mark McMurtrie, is combining his passion for flying with healthcare to bring the Angel Flight service back to the Fraser Coast for the first time in two years.

The Queensland-based pharmacist has volunteered his plane and time on Mondays to fly patients from rural and remote areas to Hervey Bay for non-urgent medical appointments, the ABC reported.

"Some of them [patients] miss appointments due to the cost or time factor," he said.

"I really just enjoy flying and I've got the ability to do it, so I thought, you know what, let's bring this back so people can have access to it again.

"I used to be a skydive pilot years ago here and, look, any opportunity and any excuse to go flying, I'll take it.

"I'm just happy to have the aircraft available and take some time off work to go and fly."

The River Heads pharmacist said a lack of pilots had left the area



without Angel Flight services for the last two years.

McMurtrie said he was determined to use his aviation skills to help people living in regional and remote areas gain access to healthcare services.

"There's just a massive gap [in access between urban and remote areas]," he said.

"We're hoping to close the gap."

He encouraged people to stick their hands up to volunteer to support charities and give some time.

Win with Hemp Worx

Everyday this week Pharmacy Daily & Hemp Worx are giving away one of their Hemp Worx Naturally Good Gift Set RRP \$24.95

Hemp Worx Naturally Good Gift Set is an awesome cosmetic bag, for all your daily needs, with 3 x 150ml products inside. Body Wash to wash away the daily environmental toxins, Body Veneer to scrub away those dead skin cells and our luxurious Body Dew for a sensual, moisturising spa experience.

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Q: What does Hemp Seed Oil have a high concentration of?

To win, be the first to send the correct answer to comp@pharmacydaily.com.au

Weekly Comment

Welcome to Pharmacy Daily's weekly comment feature. This week's contributor is **Judy Cheung-Wood, Inventor, Founder, Managing Director, SkinB5**



Lost your mojo? Need a kickstart?

HOW are you? Bored, dull, depressed, lonely, tired, angry, stressed, struggling, or simply "I lost my mojo!"? You are not alone, the you-know-what circumstances of 2020 has seriously eroded our mojo - aka our personal magic, charisma, certain appeal, sex appeal, self-confidence, sparkle, the twinkle in your eyes etc.

Want your mojo back? SkinB5 has put together a simple recipe that focuses on ingredients that help with energy, mood and glow boosting nutrients –

- MATCHA SUPERBOOSTER**
 Ingredients:
 - 1 tsp Matcha Powder
 - 5g SkinB5 Superfood Booster
 - 1 tbsp vanilla creamer (or coconut milk with 1/2-1 tsp of honey)

Directions: In a blender cup, add in matcha, superfood booster and vanilla creamer then add 1/4 warm to hot water. Using a matcha bamboo whisk, whisk powders together until you get a deep green colour. Then add in more water until 3/4 full. Using a nutribullet or blender, blend ingredients together. Then enjoy!

If you want a cooler version, use cooler water instead, and add an ice cube if preferred.

Read our blog on 3 Simple Actions to Get Your Mojo Back at <https://www.skinb5.com/blog/>