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#1

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*#1 selling non-prescription menopause relief product in Switzerland.

References: 1. Lopatka L *et al*, *Journal of Menopause* 2007; 2:16-21. 2. Schellenberg *et al*, *Evidence-Based Comp and Alternative Med* 2012. Funded by Max Zeller Soehne AG. 3. Drewe J *et al*, *Phytomedicine* 2013; 20:659-666. Funded by Max Zeller Soehne AG. 4. IQVIA, national sales data Switzerland, sell-in (Pharmacy, Drugstore, Self-dispensing Doctors), turnover (ex-factory) in CHF, MAT June 2021.

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Today's issue of PD

Pharmacy Daily today features two pages of news plus a front cover page from Floridis.

Menopause relief

INTEGRATIVE medicine specialist, Floridis' women's health range, Femular, aims to assist patients experiencing menopausal symptoms to keep pace with life.

See **cover page** for more.

Hooper quits

SIGMA Healthcare's outgoing CEO, Mark Hooper, has announced his resignation from the company's Board, following the appointment of Vikesh Ramsunder, as his successor (**PD** 24 Sep).

Hooper will remain as CEO until 31 Jan 2022.

Tambassis what Blackmores needs

APPOINTING former Pharmacy Guild of Australia National President, George Tambassis, to the Board of Blackmores would be the "smartest decision" shareholders could make, Chemist Warehouse Director, Mario Tascone, believes.

Tascone's backing for Tambassis came after former Blackmores's boss and the company's largest shareholder, Marcus Blackmore, expressed his disappointment that the company's Chair, Anne Templeman-Jones, had declined to support the former Guild President's nomination as a Non-executive Director, in an interview with *The Australian*.

Speaking with *Pharmacy Daily*, Tascone said Blackmores needed to refocus its attention on the Australian market, after enjoying a pre-COVID-19 China boom, and bring someone with retail experience onto the Board.

"I think they've forgotten about the local market, the everyday shopper that shops in pharmacy

looking for vitamins," he said.

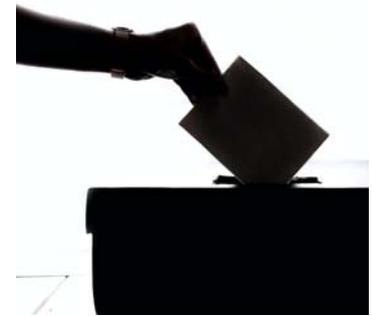
"There's so many other options and so many other competitors nipping at Blackmores's heels, that's where George would be perfect.

"He lives and breathes pharmacy - no one know pharmacy better than George, he's a retailer - I think it's the smartest decision they'll make [if they appoint him]."

Tascone said that while the Blackmores Professional Range had been "growing dramatically", "that's really papering over their real business, which is the everyday vitamins, which are really struggling".

"That's where the appointment of George would be a great asset," Tascone said.

"George knows his stuff, he knows - even in an organisation like us - you can't manage from behind a desk or a Board room, you need to see what the customers are buying, what they're looking for... and you need someone with that retail



edge, particularly in pharmacy when it comes to Blackmores it's really important, because that's where all the dollars are, and that's where all the growth will be."

Tambassis is one of six candidates nominated for election to Blackmores' five person Board, with shareholders set to cast their ballots at the company's AGM on 27 Oct.

MEANWHILE, Tambassis has been appointed as Chair of the Australian Association of Consultant Pharmacy today, following the resignation of Marc Apolloni.

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Pharmacy groups back new e-cig

MAJOR pharmacy banner groups including Chemist Warehouse and TerryWhite Chemmart, are set to carry a new prescription-only nicotine vaping product from Liber Pharmaceuticals.

The rollout of the closed system product coincides with the introduction of legislation prohibiting the supply of nicotine vaping products without a prescription.

Liber Pharmaceuticals' CEO, Richard Lee, said the Nicovape Q was "developed as a tool for doctors to aid patients with a history of failed quit attempts using other [smoking] cessation tools".

Lee added that the product had been specifically manufactured to facilitate the Australian medical framework standards.

Skin SENSEus

AUSTRALIANS' lockdown lifestyles are taking a toll on their skin, new research from Cetaphil reveals.

Data from the company's Aussie Skin Sensitivity SENSEus found more than a third of people reported that they had experienced breakout and inflammation due to wearing a mask, with that number rising to 57% of Australians under 25 years.

Almost half of respondents said they felt their skin had become more sensitive during lockdown, while only one-in-eight said they applied sunscreen on a daily basis.

Price Disclosure delivers

CALLS for the Pharmaceutical Benefits Scheme (PBS) general co-payment to be slashed by more than 50% to boost medicines affordability are unnecessary, discount pharmacy group, Chemist Warehouse (CWH), believes.

A spokesperson for CWH told *Pharmacy Daily* that the Pharmacy Guild of Australia's Affordable Medicines Reform proposal to cut the co-payment to \$19, would see general patients paying more for PBS-listed medicines that are currently below the \$41.30 fee, as legislation prohibits discounting on products above the co-payment, while also significantly increasing PBS spending.

The spokesperson noted that following the latest round of Price Disclosure cuts, CWH would be forced under the Guild's proposal to increase its prices for cholesterol treatment, fenofibrate (145mg tablet), and benign prostatic hyperplasia drug, dutasteride (500mg capsule) preparations, or process them as private scripts.

"Prices are coming down under the co-payment through Price Disclosure," the spokesperson said.

"They're also coming down through active competitive



discounting.

"You don't need the taxpayer to step in to pick up that bill."

Speaking during a COVID-19 update webinar last week, Guild National President, Trent Twomey, said that while the reform would initially increase taxpayer expenditure on the PBS, it would deliver savings in other areas.

"We don't shy away from the fact that there will need to be an investment," Twomey said.

"But we know that there will be a saving to the Government, because of decreased preventable hospital presentations, even though there will be a gross increase in expenses for the PBS."

Twomey added that the Guild would also support the Government in securing savings by supporting the use of biosimilar medicines listed on the PBS.

Dispensary Corner

A LACK of stoicism during a medical procedure has cost a US woman a little extra on her bill, with a copy of the charge posted on the Twitter account of @mxmclain (pictured).

Service	Billed Amount	*
396 - Physician Ser	223.00	
12 - Brief Emotion	11.00	
36F - Surgical Serv	0.1	
60F - Surgical Serv	0.1	
08F - Surgical Serv	0.1	
74F - Surgical Serv	0.1	
78F - Surgical Serv	0.1	
25F - Surgical Serv	0.1	
Claim Totals	234.06	

Apparently she shed a tear or two during the removal of a mole, with the basic skin surgery costing US\$223.

The bill included a US\$11 charge for "Brief Emotion", with the tweet captioned "Mole removal: \$223, Crying: extra".

A follow-up tweet added "I didn't even get a damn sticker".

PROTEIN devotees will soon be able to literally clad themselves in meat-flavoured outfits, under a promotional stunt by US restaurant chain Arby's.

The company has announced "premium sweats," a lockdown-appropriate line of casual wear specially fragranced to smell like smoked meat.

"When you're sitting in a smokehouse, smoking the meat for Arby's Real Country Style Rib Sandwich for hours and hours, your brain starts to wander," a promotional website reads.

"You begin to wonder what a pair of premium sweats might smell like if they, too, were smoked over hickory wood for hours. Well, Arby's found out."

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