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## Today's issue of PD

*Pharmacy Daily* today features three pages of news, including our **Beauty & Wellness** feature, plus the **August MIMS Update**, and full pages from:

- International Pharmaceutical Federation
- PharmXchange

## Full program out

THE FIP World Congress to be held in late Sep in Brisbane has released its full program with several expert speakers. See more on **page four**.

## CARES report

PHARMACEUTICALS manufacturer, Pfizer, has released its report card, **HERE**, and is on track to meet its sustainability goals with a focus on patients, colleagues, community & the environment.

## Don't block 60DD: AMA

THE Australian Medical Association (AMA) has called on the Federal Opposition to clarify its position on 60-day dispensing, saying an "observer would easily conclude the opposition was opposed to the policy" and was capitulating in the face of an irresponsible scare campaign.

There is growing concern the Coalition will try and block the government's policy in the Senate, denying patients saving up to \$180 per year on selected PBS medicines.

In a letter to opposition leader Peter Dutton, AMA President Prof Steve Robson said, "it appeared the opposition had given in to an orchestrated scare campaign that puts profits before patients".

"The current scare campaign makes some grossly irresponsible claims and pharmacy owners have a long history of opposition to 60-day dispensing, despite the significant benefits for patients."

The AMA's letter says, "the Coalition had previously caved in

following a similar scare campaign on the same policy when it was last in government".

Robson said the AMA was deeply concerned the Coalition would perpetuate the situation by seeking to block the government's changes.

"At a time when many people are struggling with cost-of-living pressures, the public positioning of the Coalition on 60-day dispensing suggests they are intent on having patients continue to absorb unnecessary financial pain with all the negative consequences this brings in terms of access to healthcare," Robson said.

"The independent Pharmaceutical Benefits Advisory Committee found 60DD has enormous benefits and must be introduced."

The AMA also welcomes the decision to increase funding for rural pharmacies.

The Guild and the PSA have expressed their concerns over 60DD since it was announced earlier this year, (**PD** 26 Apr).

## Bondi Sands sold

**BONDI** Sands, the skincare range in pharmacies, founded by two mates at the Melbourne Cup more than a decade ago, has been sold to Japanese skincare giant Kao, for an undisclosed price, speculated to be \$450m, *The Australian* has reported.

The Japanese consumer care business, which also owns brands such as Ban, Bioré, Curél, Guhl, Jergens, and John Frieda, has purchased the Bondi Sands business from its founders who have developed the brand in Australia as a well-known self-tanning product, and which is also taking on the US market.

Kao Corporation has announced to the Japan Stock Exchange it has signed an agreement to acquire the Bondi Sands brands via the acquisition of Bondi Sands Australia and related Bondi Sands companies.

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Bianco L et al., *J Am Geriatr Soc* 2012; 60:1180-1.



## Editor's Choice: serum with smoothing power to blur lines

**N07 Laboratories** Line Correcting Booster Serum is its most concentrated line correcting serum and has been designed to be applied directly to lines and wrinkles, and aims to deliver fast, visible results where customers want them most.

The product is clinically proven to reduce the appearance of deep lines and wrinkles in two weeks, claims its manufacturer.

Additionally in one week, women saw a visible reduction in the appearance of deep lines and wrinkles on the forehead and around the eyes.

Women shared that this serum gave the best results they had seen and better results than

they thought possible from skincare, says its manufacturer.

For pharmacy customers looking for a little boost, it is suggested they mix the Line Correcting Booster Serum into their usual moisturiser, eye cream or concealer for blurring, line smoothing power.

The serum is part of a range with No7's Pro-Age day creams that claim to leave the skin feeling firmer and the tone more even.

The serum retails from \$61.99.



## New line extension



**LYCON** Cosmetics has just launched nine new adaptive luxury skincare products, extending the Lycon Skin range to the next level of functionality and convenience, says its manufacturer.

The company celebrated the launch with an event at The Botanica in Vaucluse in Sydney, *Beauty Directory* has reported.

Guests were welcomed with a sit-down lunch as they were taken through the brand's new anti-ageing skincare collection.

This collection aims to combine 'superhero' ingredients, including yeast-beta glucan, with adaptive skin science technology, which may make Lycon Skin "suitable and beneficial for all skin types and ages," shared its manufacturers.

The new line extension includes a face scrub, eye makeup remover, day cream and day cream with SPF, night cream, neck cream, eye gel-cream, face oil and a cleansing puff.



## Lacquered lip shine

**MAVALA** VIP Collection lip gloss is a creamy lip gloss, bursting with reflective pigments and micro pearls, offering a lacquered shine and a colour that is both fresh and delicious.

The lip glosses are composed of key ingredients such as grapeseed oil, omega 6 and vitamin E with antioxidant properties, which help to nourish the lips and strengthen them.

Available in six shades the Mavala VIP Collection lip glosses retail for \$21.95.



## Say hello to the magic of frizz-fighters

**NOUGHTY** is 97% natural and with over 17,000 five-star reviews, this is the UK's much-loved brand.

The range consists of Frizz Magic Shampoo, Frizz Magic Conditioner, and Frizz Magic Serum all containing marula oil and daikon extract to help combat frizzy hair.

The shampoo is moisturising to help make fly-aways softer and smoother for more manageable hair.

The moisturising conditioner fights humidity while improving the overall manageability and condition of hair.

The anti-frizz serum provides



heat protection up to 220°C while aiming to build an internal frizz fighting barrier to improve the manageability of wet or dry hair.

The products retail from \$16.99.



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### Dispensary Corner

**TWO** new Edith Cowan University (ECU) studies suggest online shopping for activewear may in fact be harmful to women's body image.

Led by ECU psychology researcher Dr Ross Hollett, the new studies are the first to use an eye-tracking experiment to explore online clothing shopping for activewear and its psychological outcomes.

"Women who browsed for activewear showed lower body gaze, meaning they preferred to gaze at faces, compared to women who browsed for casualwear," he said.

"One potential reason could be that women who browsed for activewear may have felt their body image was threatened by the body-focused imagery used by the activewear website.

"When body image is threatened, women may be less likely to continue looking at other women's bodies after browsing for activewear because they feel more uncomfortable."

## Priceline unveils winners



**PRICELINE** Pharmacy today unveiled its 2023 Health & Beauty Award winners.

Over 30,000 Australian's cast their vote for their must-have beauty, health and wellness products available in Priceline's 470+ stores across the country.

Priceline Pharmacy Head of Marketing, Gabrielle Tully, said, "the Health & Beauty Awards injected an element of excitement into our winter campaign period, which can traditionally focus on coughs and colds".

"It encourages customers to visit their local store and try something new, knowing the winning products are tried-and-tested by their peers.

"We received more than half a million votes, and now customers can visit their local store and try

something new," explained Tully.

Lucas' Papaw Ointment With Lip Applicator 15g won the Most Iconic award with over 13,500 votes, with one tube selling every two minutes, the group's statement shared.

The Best Vitamin award went to Ostelin Vitamin D 1000IU - D3 for Bone Health + Immune Support 250 capsules, with more than 300 bottles sold every day.

Maybelline Lash Sensational Sky High Mascara Blackest Black 7.2ml took out Best Lash & Brow product, selling eight units per hour, and receiving more than 10,500 votes.

Priceline's Health & Beauty Award winners will be amplified in store and online for the next 12 months, and promoted across digital and print media.

See the full list of winners, [HERE](#).

## Best start for mum

**TO MARK** World Breastfeeding Week (01-07 Aug), Flinders University has released its recent research that supports breastfeeding and its usefulness in helping mothers to recover from pregnancy, particularly for those of higher body weight.

Professor of Women's Health and Midwifery Research Annette Briley said, "AIHW data shows 51% of women embarking on pregnancy are overweight or obese".

"Our research shows heavier women can benefit from moderate weight management advantages by breastfeeding for at least six months, even if it is one feed a day.

"Their weight loss would generally outstrip that of the average larger woman who chose not to breastfeed who, in this research, instead tended to gain almost 2kg post-pregnancy, compared to those who breastfed and retained their weight.

"New emerging evidence suggests breastfeeding can also reduce the long-term risk of developing diabetes."

## PSA's Helen Stone is PCA awards finalist

**FINALISTS** have been announced for the 2023 National Palliative Care Awards.

The pharmacy sector finalist in the Innovation in Palliative Care Award category is Helen Stone, State and Territory Manager SA/NT, Pharmaceutical Society of Australia, and her team.

"From over 90 nominations our judges have had the tough task of selecting three finalists in each of our eight categories," said

Camilla Rowland, CEO, Palliative Care Australia (PCA).

To be held at the International Convention Centre, Sydney on Thu 14 Sep, the awards are held every two years and recognise excellence, innovation, teamwork and emerging talent in Australia's palliative care sector; and this year's award line-up features a new award for lifetime achievement.

See the list of finalists, [HERE](#).



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## New Products

- **Avatrombopag (as maleate) (Doptelet)** is an orally bioavailable, small molecule thrombopoietin receptor (TPO-R) agonist. It stimulates proliferation and differentiation of megakaryocytes from bone marrow progenitor cells, resulting in an increased production of platelets. Avatrombopag does not compete with TPO for binding to the TPO receptor and has an additive effect with TPO on platelet production. *Doptelet is indicated for the treatment of thrombocytopenia in adult patients with chronic liver disease who are scheduled to undergo a procedure, or with chronic immune thrombocytopenia (ITP) who have had an insufficient response to a previous treatment.* Doptelet tablets contain avatrombopag 20 mg and are available in packs of 30.
- **Carboprost (as trometamol) (Carboprost-Reach)** is a synthetic 15-methyl analogue of dinoprost (prostaglandin F2alpha). It is a uterine stimulant with a more prolonged action than dinoprost. When used in postpartum haemorrhage, it stimulates the uterus to contract in a manner similar to that normally observed in the uterus following delivery. The resulting myometrial contractions provide haemostasis at the site of placentation and hence prevent further blood loss. *Carboprost-Reach is indicated for the treatment of postpartum haemorrhage due to uterine atony which has not responded to conventional methods of management.* Carboprost-Reach is contraindicated in acute pelvic inflammatory disease; in patients with active cardiac, pulmonary, renal or hepatic disease; and in pregnancy. Carboprost-Reach solution for injection contains carboprost 250 mcg per 1 mL and is available in a pack of 1 vial.
- **Lenacapavir (as sodium) (Sunlenca)** is a multistage, selective inhibitor of HIV-1 capsid function that directly binds to the interface between capsid protein (CA) subunits. Lenacapavir inhibits HIV-1 replication by interfering with multiple, essential steps of the viral lifecycle, including capsid-mediated nuclear uptake of HIV-1 proviral DNA (by blocking nuclear import proteins binding to capsid), virus assembly (by interfering with Gag/Gag-Pol functioning, reducing production of CA subunits), and capsid core formation (by disrupting the rate of capsid subunit association, leading to virions with malformed capsids and reduced infectivity). Lenacapavir has activity that is specific to human immunodeficiency virus (HIV-1 and HIV-2). *Sunlenca, in combination with other antiretrovirals, is indicated for the treatment of adults with multidrug resistant HIV-1 infection for whom it is otherwise not possible to construct a suppressive anti-viral regimen.* Coadministration of Sunlenca with strong inducers of CYP3A, P-gp, and UGT1A1, such as rifampicin, carbamazepine, phenytoin, or St. John's wort is contraindicated. Sunlenca solution for injection contains lenacapavir 463.5 mg per 1.5 mL vial and is available in a kit with 2 vials. Sunlenca tablets contain lenacapavir 300 mg and are available in packs of 5.

## New Presentation

- **Elasomeran and davesomeran (Spikevax Bivalent Original/Omicron BA.4-5)** is now available in a single dose vial pack containing elasomeran 25 mcg and davesomeran 25 mcg per 0.5 mL.
- **Fosnetupitant (as chloride hydrochloride) and palonosetron (as hydrochloride) (Akynzeo IV)** is now available as a concentrated injection for infusion containing fosnetupitant 235 mg and palonosetron 250 mcg per 20 mL in a pack of 1 vial.

## New Indications

- **Durvalumab (Imfinzi)** is now indicated in combination with tremelimumab for the treatment of adult patients with unresectable hepatocellular carcinoma who have not received prior treatment with a PD-1/PD-L1 inhibitor.
- **Vedolizumab (Entyvio)** is now indicated for the treatment of adult patients with moderate to severe chronic pouchitis, who have undergone proctocolectomy and ileal pouch anal anastomosis for ulcerative colitis, and have had an inadequate response with or lost response to antibiotic therapy.

## New Contraindications

- **Naproxen (Naprosyn, Naprosyn SR and Anaprox 550)** is now contraindicated in the 3rd trimester of pregnancy.

*This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.*