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### Today's issue of PD

*Pharmacy Daily* today features four pages of news, including our **Beauty & Wellness** feature, plus a full page from **TerryWhite Chemmart**.

### Walmart pay cut

**MAJOR** US retailer Walmart is asking around 16,000 pharmacists to reduce their working hours to cut costs.

A report in *Reuters* stated that "senior Walmart field leadership asked 20 market leaders ... to start asking pharmacists to voluntarily reduce their base salary hours", during a May meeting.

According to Walmart, its pharmacists earn around \$140,000 a year base salary.

Walmart has already scaled back operating hours for more than 4,500 pharmacies across the country by two hours amid a shortage of pharmacists.

## Product info inserts go



**PRINTED** product information inserts (PIs) will no longer be required in the packaging of injectable medicines that are administered by health professionals from 01 Sep.

The news was delivered by the Therapeutic Goods Administration yesterday in a release that also stated "Approved PIs for all these products will still need to be available on our website".

Products administered by health professionals such as nurses, doctors or pharmacists are the only ones affected.

An example of the types of medicines administered by health professionals include vaccines.

Medicines that are used by patients or their carers will still be required to come with a copy of the PI.

The decision was made after consultation with the public as well as consultation with industry and health professionals including pharmacists.

One of the reasons to move PIs online for medicines administered by health professionals was the ability to ensure the information was the latest version possible, as well as the environmental impact from printing the documents, many of which are typically 10-35 pages.

Products manufactured before 01 Sep that are already in supply will continue to have the PI as a package insert.

### Business support

**THE** TerryWhite Chemmart Business Development Team is committed to driving your profitability with a range of support systems.

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### THN saves lives

**THE** Pharmaceutical Society of Australia (PSA) has praised pharmacists for the role they play in supporting patients taking prescription opioids.

In its first year, the PSA said the Take Home Naloxone (THN) program has managed to save thousands of lives.

Beginning on 1 Jul, 2022, THN has been used by around 3,000 Australians experiencing opioid overdose or adverse reaction equating to eight uses per day.

National President of the PSA, Dr Fei Sim, thanked pharmacists for the results.

"Evidence from the first year of the THN program shows that pharmacists are well-placed to provide naloxone, whether alongside a prescribed opioid or as a stand-alone supply," she said.

"As our most accessible healthcare professionals, pharmacists have distributed over 90% of naloxone for the THN Program.

"To ensure ongoing sustainability and impact, pharmacists must be empowered and supported to provide this life-saving service."

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## WelleCo in more stores

ELLE Macpherson's ingestible beauty brand WelleCo will be available in Chemist Warehouse from Sep, with the retailer recording 35% growth in the ingestible beauty category and lauding physical store placement as the way to further success.

WelleCo's The Super Elixir, alongside their full targeted collection, will be available in over 400 stores nationally.

The ingestible beauty products sector is going from strength to strength with analysts estimating the global market is currently worth between \$5.1 and \$13 billion, but that it could shoot up to \$14.4 billion by 2027.

Mordor Intelligence has reported the APAC market is the fastest-growing market for ingestible beauty due to the region's developing economy and prioritisation of wellness.

Leighton Richards, WellCo CEO, said it was "an exciting time for the business", and that "in the past

quarter, WelleCo has been surging globally, and we're on track to double our business year-on-year".

He added, "we have seen over 200 percent growth in Australia and 400 percent in the US".



"We're very focused on omnichannel growth... we have been a predominantly direct-to-consumer business.

"But now the business is scaling up, taking it back into physical stores is a priority for us."

WelleCo has been stocked in Ultra Beauty, Chemist Warehouse's luxury sister store, since 2022 and is stocked in Myer and David Jones.

## Seasonal allergies need proactive care

RESEARCH released yesterday revealed that over half of Aussies who experience seasonal allergies are concerned about the impact that their symptoms have on their overall wellbeing.

Seasonal allergies could be contributing to social isolation with 41% of those surveyed saying they have lied to get out of social plans.

Alarming, 45% of people with seasonal allergies even avoid outdoor activities altogether, according to research commissioned by brands FESS and Zaditen.

Half of Aussies who experience seasonal allergies admit their symptoms affect their self-esteem in social situations.

Approximately one in three are embarrassed by visible allergy eye symptoms and even wear sunglasses to hide their red and swollen eyes.

Dr Wendy Freeman, Allergy Educator from Allergy &



Anaphylaxis Australia, highlights the importance of being proactive ahead of the spring season by preparing for nose and eye allergies.

"It is important to start preventative nasal spray treatment just before the start of spring.

"Customers should speak to their pharmacist or doctor about the best treatment for them, remembering that they may need a combination of treatments, including antihistamine eye drops.

"People can also monitor the pollen count each day via an app and try to stay indoors on high pollen count days."



## CommBank Pharmacy Insights

In partnership with UTS and IQVIA

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## Editor's Choice: bold, all day no smudge lash-extending mascara



**THE** Revlon Colorstay Xtensionnaire Lengthening Mascara aims to extend eyelashes to the limit and beyond.

Its lightweight, flexi-polymer fibres looks to amplify every lash, delivering extension-like length, bold definition, and intense durability for two times longer-looking lashes around the clock.

The unique tapered brush tip aims to reach the smallest of

lashes while the reservoir wraps around, depositing the optimal amount of formula.

The Colorstay Xtensionnaire Lengthening Mascara is formulated with its adapti-flex technology for flexible wear, and is infused with pro vitamin B5 to keep natural lashes full, long and strong over time, its manufacturer stated, adding there is also no smudging, or flaking when used.

The mascara is available in three waterproof shades, and has a retail price of \$24.95.

The Revlon Colorstay mascara is available in Chemist Warehouse now, and from next month in Priceline stores.

## Making a comeback



**COTY** has announced that the brand, Marc Jacobs Beauty, will return, under a 15-year licensing agreement, with new products set to hit shelves in 2025.

"The expansion and extension of our longstanding agreement with the house of Marc Jacobs, now in its 20th year, is a testament to the enduring success of our partnership and the brand's limitless potential," said Coty CEO Sue Nabi in a statement.

"The revival of Marc Jacobs' cosmetic portfolio, now in partnership with Coty, is eagerly anticipated by consumers around the world who have been campaigning for its return.

"This agreement reinforces Coty's position as a go-to partner for global fashion houses and brands that share our ambition of creating leading beauty portfolios."

Marc Jacobs International CEO Eric Marechalle said, "bringing Marc's creative vision to life, in its entirety, is our constant goal, and beauty plays a crucial role in delivering that to our consumers".

"It is without question that Coty is to be the team to bring Marc Jacobs Beauty to new heights."

## Longwear concealer

**THE** Revolution IRL Filter Finish Concealer (RRP: \$14), reportedly had 93% of users agree that it instantly reduced the appearance of dark circles and blemishes.

The concealer provides full coverage, lasts for 16 hours and has a breathable soft matte finish that blends in effortlessly.

It is also said to be oil-free, crease-proof, sweat- and water resistant.

IRL Filter Finish is also cruelty-free and vegan.



## A double shot for spark added to GO shakes

**WEIGHT-LOSS** brands, The Man Shake and The Lady Shake, have added a new, coffee-inspired breakfast shake to their range, for customers keen to lose weight and get an extra kick of energy to start their busy day.

GO is a breakfast shake that combines two caffeine shots with key nutrients found in the current shake range, and retails for \$49.95.

Positioned as 'the energiser', GO includes 125mg caffeine for early risers including botanical extracts for energy, concentration and relaxation, as well as 30g of protein to keep customers fuller for longer.

Nutritionist and The Man and Lady Shake Community Ambassador Georgia Wendt said, "many of my clients are frequently skipping breakfast and



going straight for coffee, which can impact on health and weight, so the shakes combine the two, ensuring people can manage their weight while enjoying their beloved coffee each morning".

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**Beauty & Wellness**  
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### Dispensary Corner

**WING**, the drone delivery company operated by Google's parent Alphabet, is set to launch a medical product delivery service in south Dublin.

The firm has partnered with Apian, a UK-based healthcare and logistics company, that connects healthcare providers with drone operators and services, *RTÉ News* has reported.

The project will see pharmacy items, lab samples, medical devices and supplies delivered from suppliers to providers such as hospitals and pharmacies.

"There is a place where the drone will live," Shannon Nash, Chief Financial Officer of Wing told *RTÉ News*.

"It will then go from that place to the provider and back and forth," Nash said.

Wing expects to be doing around 20 or so deliveries a day in Dublin, with the maximum payload a little over 1kg.

The company is not yet sharing details on cost.

Wing is also developing aircraft designed to handle a variety of different payloads.

## Trust in profession grows

**PATIENTS** in the US are moving towards pharmacists as key members of their care team, according to a recent Wolters Kluwer Pharmacy Next survey.

According to the CDC, 90% of the US population lives within 8km of a pharmacy, and patients visit community pharmacists 12 times more frequently than their primary care provider.

This shifting role of the pharmacist, accelerated during the COVID-19 pandemic, provides retail pharmacies with the opportunity to use clinical content to harness patient trust, align with shifting expectations, and secure their place as an established member of the care team.

Access to local pharmacies provides a clear convenience for consumers, the CDC found.

The Wolters Kluwer Pharmacy Next survey further supported this finding as 61% of consumers said they could envision using primary care services at a pharmacy or retail clinic instead of a primary care physician.

However, consumers are still wary, with 79% of survey respondents saying they trust their local pharmacy more than pharmacy staff at a department store.



In a follow-up survey, 58% of consumers said they would likely go to the pharmacy for non-emergency care, with Millennials (56%) and Gen Z (54%) leading the way due to convenience.

Instead of going to an emergency room or a primary care physician for minor health issues like a sports injury or strep throat, patients could go to a local retail pharmacy or health clinic for a diagnosis and prescription, the survey found.

This is reinforced with programs like Test to Treat, launched by the Biden administration in Mar 2022 to support COVID-19 testing and treatment with approved pills.

The American Pharmacists Association is taking it a few steps further with training courses on influenza, strep, minor fungal infections and skin conditions.

## TGA warns of turmeric risk

**CONSUMERS** and health professionals are advised by the TGA that medicines and herbal supplements containing the herb *Curcuma longa* (turmeric) or curcumin may cause liver injury in rare cases.

The risk also relates to other ingredients from the *Curcuma* species as they contain naturally occurring curcumin.

Medicines and herbal supplements containing these *Curcuma* species or curcumin can be bought in supermarkets, health food shops and pharmacies without a prescription and without the advice of a health professional.

There are over 600 listed medicines included in the Australian Register of Therapeutic Goods that contain these *Curcuma* species.



## DRAW THE LINE... When it comes to Allergy relief



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