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AU-2023-05-0120

Today's issue of PD

Pharmacy Daily today features four pages of news, including our **Beauty & Wellness** feature, plus a front cover wrap from **Duro-Tuss** and a full page from **Pharmacy Connect 2023**.

Dry cough relief

DURO-TUSS Relief Dry Cough Liquid uses a traditional Western herbal medicine to relieve throat irritation and an associated dry, unproductive cough.

See more on the **cover page**.

Earlybird closing

THE Pharmacy Connect Conference's Earlybird registration is closing tomorrow - register now to avoid missing out on savings to this must-attend Guild event.

See more on the **back page**.

250 plus suppliers express solidarity

TERRYWHITE Chemmart (TWC) held its supplier forum in Melbourne yesterday, gathering over 250 of its supply partners.

The annual event, while serving as a platform to express solidarity, allowed TWC to unveil key plans and initiatives to drive what the group stated is, "better business outcomes for the pharmacy network while ensuring a strong return on investment for its supplier partners".

The event showcased TWC's marketing initiatives, education and training programs, and Care Clinic offerings.

TWC shared its roadmap for augmenting both the physical store network and its digital presence.

There was also a focus on increasing investment in the myTWC health app, eCommerce, and digital marketing initiatives to keep existing customers and attract new ones.

The Care Clinic program launch was discussed where "through core services across vaccinations, health



checks and medication services, along with exclusive partnerships with key suppliers like Sanofi and Metagenics, the program delivers better patient outcomes and significant returns on investment," said Executive General Manager, Nick Munroe.

"By aligning with the brand's vision to drive a better future for Australian pharmacy and deliver better health outcomes, suppliers have a unique opportunity to drive and position their investments to help TWC attract more customers

to the pharmacy network."

TWC also showed support for its charity partner, Ovarian Cancer Australia. Munroe said the brand had raised "over \$322,000 for the charity, more than doubling previous contributions".

This achievement was largely attributed to a new supplier and brand-led initiative embraced by 19 pharmacy brands, the TWC network and customers who shopped the ranges.

"Our partnership with Ovarian Cancer Australia spans 18 years, and it is through the support of our pharmacy network, customers and dedicated supplier partners that we can make a tangible difference in the lives of those affected by this devastating disease," Munroe said.

Pictured (L-R): Sue Hegarty, OCA Chief Support Program Manager; Jenny Celona, TWC Category Business Manager; Jane Hill, OCA CEO; and TWC's Nick Munroe.

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 *Reference: 1. Lang C, et al., *Planta Med* 2015;81:968-974. Supported by Engelhard Arzneimittel GmbH & Co. KG.
 *Chesty Cough W/E 2022-12-31





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Merge to survive in Qld

A HINTERLAND Queensland town is set to lose its only pharmacy in what is a direct result of the loss of its GP service and the impending 60DD government policy, reported *Sunshine Coast News*.

On the back of Montville's Ochre Heath closing in Jan, the upcoming closure of its pharmacy is feared to be part of a domino effect on the town's businesses.

Sunshine Coast's Montville Pharmacy owner Natalie Lindner (pictured) said she was forced to make the difficult decision to close her business at the end of this month as it was no longer "viable".

"This difficult decision has been a triple whammy of difficulties that have all come at a similar time," she said.

However, Lindner revealed there was a silver lining to the "difficult" situation, as she would continue to provide the community with pharmacy services, after a merger with the Mapleton Pharmacy.

"We are really thankful we've had this opportunity to merge,



but other small pharmacies may not have an opportunity like this, in order to keep servicing their community," she said.

"We are all impacted in a way, but by joining together we can offset some of those costs and maintain viability.

"We are also planning to have a pick-up point in the local IGA here, because we want to encourage people to still come into Montville to do their regular shopping.

"We will be offering a delivery service to the Flaxton and Montville area which aims to assist our customers with this change."

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Pharmacy assistant puts public at risk

THE NSW Health Care Complaints Commission (the Commission) has investigated the conduct of Sarena Kelly Gomis, a pharmacy assistant who was convicted of three counts of knowingly taking part in the supply of a prohibited drug relating to her employment as a pharmacy assistant in Revesby, Sydney.

The Commission found that Gomis took advantage of her position as a pharmacy assistant to engage in the misappropriation of potent medications.

Gomis' actions placed the health and safety of members of the public at risk when she knowingly took part in the supply of medications which were not prescribed for them by an authorised prescriber.

Accordingly, the Commission has prohibited Gomis from providing any health services that involve the dispensing or administration of Schedule medications for a minimum of three years, and, following that time, Gomis may apply to the Commission to vary or discharge the prohibition order.

APC's Accreditation Committee call out

THE Australian Pharmacy Council (APC) is calling for four people to join its Accreditation Committee in 2023.

The APC stated that its Accreditation Committee makes accreditation decisions and monitors the accreditation of pharmacy programs that have been assessed against its accreditation standards.

This includes pharmacy degree and intern training programs.

Opportunities on the committee include the following positions - two pharmacy academics, one Aboriginal and/or Torres Strait Islander member, and one inter-professional member.

The APC explained that joining its committee means "you'll contribute your expertise to assuring quality in pharmacy education in Australia.



"It helps us ensure future pharmacists meet the needs of our communities.

"All interested and qualified individuals are invited to apply.

"You can apply for more than one role.

"Please consider the time commitment and areas of expertise as described in the application form before applying.

"All committee positions are remunerated."

Applications close on Sun 06 Aug.

Those interested can download the Accreditation Committee Membership Application Form, **HERE** and for any further information contact APC, **HERE**.

Ready to take your business to the next level?

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a festival of you

Editor's Choice: radiant blush for dewy glow that's buildable

THROUGHOUT Hollywood's Golden Age, Polish-born cosmetician, Max Factor, was known for creating the signature looks of the era's most famous icons such as Marilyn Monroe, Ava Gardner, Jean Harlow and Marlene Dietrich.

The make-up products and techniques Max Factor created for the movie industry and his Hollywood clients earned him an Oscar, but his guiding philosophy was that 'any woman could look incredible given the right tools and make-up artistry skills'.

The Max Factor Miracle Pure Cream Blush aims to plump skin for increased radiance, with highly-pigmented, vivid colours.

Infused with moisturising glycerin, hyaluronic acid and squalane, the product claims to be lightweight, blending in with a silky and creamy texture.

Further, it's buildable for a glow that lasts from day into night.

The products, which retail for \$28.95, are vegan and available in two shades, which include Radiant Rose, a soft, rosy pink shade and Vintage Peony, a warm and illuminating shade.



Miss Universe care



THE Miss Universe Organization (MUO) has introduced Miss Universe Skincare, which it says caters to the diverse and multicultural skincare needs of all.

Born from the mantra of "Every Moment, Beautifully Confident", the Miss Universe Skincare products are sustainably sourced from the seven continents and include Asian Tea Olive (Southeast Asia), Baobab Extract (Africa), Aphanizomenon-flos-aquae (North America), Acai Fruit Extract (South America), Lichen Extract (Antarctica), Snow Algae (Europe), and Eucalyptus Extract (Australia).

The cosmetic line will become the official skincare brand of the Miss Universe pageant, and all contestants will be brand advocates with exclusive access to the entire skincare line.

The contestants can also get facial and skin treatments at Miss Universe Skincare & Spa, which is set to open in Miami, USA, this year, shared Raul Rocha (pictured above), CEO of Legacy Holding Group, and partner of the treatment spa.

The new skincare line will be unveiled at the 72nd Miss Universe competition in El Salvador in Nov, after which the products will be available for purchase.

Add that wave finish!

BRUSHWORX Botanix Radial Hair Brush Large is an ionic ceramic brush that aims to enhance shine, silkiness and smoothness.

It's a blend of nylon and boar bristles accompanied by ideal tension and control for effortless styling.

The brush has an ergonomic handle for comfortable grip and a pick handle for sectioning.

It's a must for adding body or a wavy finish, comes in various sizes and retails for \$43.95.



Plant-based retinol to stimulate collagen

MOOGOO Bakuchiol Natural Retinol Substitute is a silky smooth serum that stimulates collagen production while diminishing fine lines and wrinkles, claims its manufacturer.

Bakuchiol (pronounced *bah-koo-chee-all*) is a plant-based alternative that may pack the same beneficial punch as retinol (vitamin A), but without irritation, stinging or sun sensitivity.

The new kid on the block has supposedly earned the moniker 'plant-based retinol' for its antioxidant and anti-inflammatory properties.

Pharmacy customers can be introduced to this product as part of a three-step skincare routine, where after washing with a gentle and hydrating cleanser, simply



massage a small amount of the product with circular motions into the skin, allow it to soak in for a few mins, and then top with a moisturiser.

The serum retails for \$36.50.



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Dispensary Corner

HEALTH authorities in Hong Kong have come up with a bold new approach for getting people to stop smoking - simply stare at them disapprovingly.

Health Minister, Professor Lo Chung-mau, addressed the territory's Legislative Council earlier this week, and noted that "when the members of the public see people smoking in non-smoking areas, even if no law enforcement officers can show up immediately, we can stare at the smokers".

"When someone takes out a cigarette at a restaurant, everyone on the premises can stare at that person...I do not believe that person would dare to hit back at everyone at the restaurant, as they are simply staring," the Professor suggested.

He noted that cigarettes can harm the health of everyone, and that pointedly glaring at those who choose to light up in inappropriate locations would help create a non-smoking culture in Hong Kong.

Condemnatory staring is one of the mildest measures being proposed by Professor Lo, according to the *South China Morning Post*, which also reported that authorities will use surveillance or even crowd-sourced video clips as evidence that smokers are lighting up in restricted areas.

Other possible strategies mentioned in a discussion paper include raising tobacco taxes to as much as 75% or banning people born after a certain date from buying cigarettes.

No cough up says India

INDIA'S pharmaceutical exports this fiscal year are set to grow nearly twice as fast as last year to hit sales of US\$27 billion (A\$40 billion), driven by strong US buying, a government-backed trade body told *Reuters*, despite deaths linked to Indian-made cough syrups.

The robust forecast comes against the backdrop of earlier concerns from the government that last year's deaths of dozens of children in Gambia, which the World Health Organization (WHO) linked to drugs made in India, had "adversely impacted the image of India's pharmaceutical products across the globe".

Two other cough syrups made in India killed 19 children in Uzbekistan late last year, according to the Uzbekistan government.

India is the world's third-largest maker of drugs by volume after the United States and China, and senior pharma trade official Udaya Bhaskar said the country was too big a player for buyers to move away because of "these aberrations" in Gambia and Uzbekistan.

"As far as the Gambia and Uzbekistan incidents are concerned, if you see in terms of the image of the country, there is a dent," said Bhaskar, Director General of the Pharmaceuticals Export Promotion Council of India.

India has denied links to the



deaths in Gambia but found another company guilty of sending adulterated products to Uzbekistan and cancelled its licence.

The company, Marion Biotech, has denied wrongdoing.

India's cough syrup exports, including those made by drugmakers that follow the traditional Indian method of Ayurveda, are only about US\$15 million (A\$22 million) a year and exports have largely remained intact, Bhaskar explained.

Apart from Gambia, no other country has asked for additional tests for Indian drugs since the deaths, he asserted.

"Whatever exports we are doing to countries like the US, our largest importer, they are not asking.

"There are so many countries we are exporting to - the UK, South Africa, Brazil or any other market.

"They are not asking."

S.Korea detects two H5N1 bird flu cases

SOUTH Korean authorities have placed an animal shelter in the capital Seoul under quarantine after detecting the H5N1 strain of bird flu in two cats at the facility, the country's agriculture ministry has announced.

There have been no cases of

the highly pathogenic bird flu reported in humans in South Korea, the ministry said.

It was the first time since 2016 that avian influenza had been detected in a cat in the country, the ministry stated in a statement issued this week.

First 1,000 days

RESEARCH released today revealed that only just over a quarter (27%) of current or aspiring mums are consuming specific nutrition important to a healthy pregnancy.

The *Pregnancy Nutrition Survey* commissioned by Elevit explored the knowledge of, and approach to nutritional needs during pre-conception and pregnancy of 1,000+ Australian women aged 18 to 54 years.

Almost half of all women (44%) actively trying to conceive said they don't understand what to eat to access the nutrients they need for a healthy pregnancy.

The survey found that a third of women surveyed (31%) are more conscious about what to avoid eating (eg soft cheeses, cured meats), or are adhering to diets (such as intermittent fasting, keto and dairy-free) that potentially can starve the body of key nutrients such as calcium, folate, potassium and magnesium.

This is in spite of the fact that pregnancy increases the nutritional demands on their bodies by 50%, stated Elevit.

Survey results also show that 47% of women are not taking supplements for pregnancy, as they believe their general nutrition will be sufficient.

To make it easier for pharmacy customers to understand and access pregnancy nutrition, **CLICK HERE** for *The Pre-conception & First 1000 Days Nutrition Pack* that has specially formulated resources from Elevit in collaboration with paediatric nutritionist Mandy Sacher.



PHARMACY CONNECT

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