

## DCO says not one of ours



**A PHARMACY** is “fraudulently posing” as a Direct Chemist Outlet. Located at 235 Macquarie Street, Liverpool, NSW, 2170, the business is not affiliated with either Direct Chemist Outlet Pty Ltd or its Power Buying Group pharmacies, a statement issued by the Group states.

“This store is not authorised to hold out that it is so connected to our brand, and we will be taking action to stop this from occurring.

“We ask that you immediately remove this pharmacy from your records as a Direct Chemist Outlet franchise, and strongly advise you to cancel any accounts they have that are under the Direct Chemist Outlet name,” added the statement, addressed to all the Group’s suppliers, and stakeholders.

### Today’s issue of PD

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

### Real value offer

**NOVA Pharmaceuticals’** Proctocaine haemorrhoid relief cream provides value for pharmacy customers, with a discount currently on offer. See more on the **back page**.

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## Pearce IP joins GBMA at a time of change

**BOUTIQUE** intellectual property firm, Pearce IP, which specialises in the pharmaceutical and biopharmaceuticals sectors, has now joined the Generic and Biosimilar Medicines Association (GBMA).

GBMA’s Chief Executive Officer Marnie Peterson said Pearce IP has joined as its newest Associate Member, as the sector “undergoes significant reform, including implementation of the GBMA’s five-year Strategic Agreement with the Government”.

GBMA’s Independent Chair, Prof Jane Halton welcomed Pearce IP to the shared mission of ensuring all Australian patients had secured access to safe and affordable medicines, in particular biosimilars.

“More needed to be done to unlock the health and fiscal benefits of biosimilars to deliver savings and restore balance to an over-stretched health budget,” Halton said.

Founder and Chief Executive Officer of Pearce IP, Naomi Pearce, agreed saying she was committed to supporting the GBMA as it developed policies that further enabled all Australians to access these affordable medicines.

“Throughout the last few years, companies supplying medicines have been challenged and stretched in ways that no one could have foreseen,” explained Pearce.

“Having collaborated with GBMA members for more than two decades, I am proud that Pearce IP is strengthening our support for this sector and the patients it serves, in these challenging times.”

Peterson said that drawing on the insights of members, such as Pearce IP, the GBMA would continue to advocate for medicine access policies that supported healthcare sustainability for the long term.

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### Price increases

**BLACKMORES** have said that from 01 Sep there will be a new wholesale price list taking effect for all customers. Further, Blackmores' freight fee will increase for orders under \$200 from \$12.50 to \$13 excluding GST per delivery.

## WA Premier Roger Cook

**THE** former Western Australia Health Minister, Roger Cook, is now its new Premier.

The Pharmaceutical Society of Australia (PSA) Western Australia President Lusi Sheehan said, "the former Health Minister has been a great supporter of pharmacy over his years in the role".

"He had expanded the scope of pharmacist-administered vaccinations, allowing us to protect more West Australians from preventable disease," explained Sheehan.

"Cook also supported recommendations allowing pharmacists to provide more services to our patients.

"He served as the Health Minister during the early stages of the COVID-19 pandemic, overseeing

the health sector through a very difficult period and demonstrating the strength of his leadership," shared Sheehan.

"I look forward to seeing the new Premier continue to support pharmacists and our role in primary care as he takes on the leadership of our state."

PSA Western Australia President-elect Kristian Ray (**PD** 18 May) added, "the Premier's history with the health sector will put him in good stead to support the health of all West Australians".

"I look forward to working closely with the new Premier and his parliamentary team to ensure that pharmacists can do more for our patients and that we can remain accessible healthcare hubs for our communities," Ray concluded.

### Most trusted!

**COMMUNITY** pharmacists continue to rate higher with patients than doctors or dentists, according to a new survey released, yesterday.

The Australian Healthcare Index (AHI) survey, conducted by healthengine and the Australian Patients Association, showed pharmacists had the highest Net Promoter Score of 41, which is a customer satisfaction benchmark that measures customer engagement and advocacy.

National President of the Pharmacy Guild of Australia, Trent Twomey, said the survey reflected that community pharmacists were consistently among the most trusted and respected health professionals across Australia.

"This is what community pharmacy is all about - being there for our patients and providing a reliable, accessible and trusted health service," Twomey explained.

He added the survey also highlighted the need to further reduce the PBS general co-payment with the data showing that in the previous six months, 27% of respondents had gone without prescription medicines because of their cost (**PD** 31 May).

The AHI survey also found strong support for pharmacists diagnosing and prescribing, with 56% of respondents in support of pharmacists doing more with additional training.

### SHPA reflects with art on its action plan

**THE** Society of Hospital Pharmacists of Australia (SHPA) has marked National Reconciliation Week by sharing new artwork that will frame its 2023 Reflect Reconciliation Action Plan, to be released in NAIDOC Week in Jul.

SHPA Board Director and Reconciliation Action Plan Steering Committee Chair Olivia Rofe said the reconciliation process for the SHPA team is "centred on returning to collaborate, in

person, after years of being apart".

"Through a partnership with local elders, we look forward to the formal opening of our new office space in Naarm (Melbourne), which will see us gathering on Country to further our mission and to support our members.

"Throughout our journey, we will maintain an unwavering focus on improving positive health outcomes for First Nations people, which is at the core of SHPA's mission and partnerships."



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## Editor's Choice: Step into the realm of beauty with Lelo

**COINCIDING** with the company's 20-year celebration, the adult products' brand, Lelo, has announced its new venture, Lelo Makeup.

The range includes Stylo Lipstick, an extra creamy matte lipstick with a blend of herbal-infused butter that aims to provide emollient & antioxidant properties, and helps regenerate lips for a more youthful, and plump appearance.

The brand states the creamy texture glides on smoothly and delivers an intense, pop of colour.

The soft-focus effect gives a non-sticky barrier for long-lasting wear and a comfortable feel on the lips. Colours are creatively named,

in line with the brand image - Notorious, One Night Stand, Rebel, Come on Over, and Screwed.

Liquid Lipstick features a lipstick formula that tries to combine the best of natural ingredients with technology.

Lelo Beauty claims to provide strong coverage in just one stroke with a formula lasting up to 12 hours, and says, "its Liquid Lipsticks are packed with colour and offer an extraordinarily high-coverage and lightweight feeling while preserving comfort and hydration



for the customer".

Colours include - Freak, Horizontal Tango, Booty Call, Hot AF, and Nymph.

The products retail for \$59 - learn more [HERE](#).

## Wrinkles ironed out



**WRINKLES** Schminckles is now zero-waste through the creation of its Silicone Patch recycling program with TerraCycle, a global leader in sustainability solutions.

Brand fans can now recycle their Wrinkles Schminckles sustainable skincare and receive a \$10 credit towards their next online purchase.

Ship your used products and packaging back to Wrinkles Schminckles and leverage the Zero Waste Box program which claims the waste will be shipped to a TerraCycle warehouse where it will be sorted, cleaned, and transformed into something new.

Founder Gabrielle Requena is delighted to have achieved this hard-fought milestone in sustainability after many years of being told that it "simply was not possible to recycle Silicone Patches".

"Since going viral on TikTok and significantly growing, at the very top of our brand's To-Do List has been finding a way to recycle a historically classed 'non-recyclable' category.

"Even my manufacturer insisted it wasn't possible.

"I'm a big believer that aesthetics and ethics can go hand in hand."

Wrinkles Schminckles has also partnered with Provenance, a sustainable-marketing technology provider, that verifies all sustainability claims the brand is making.

## Gym-proof coverage

**COVERGIRL** Outlast Active Foundation is one that can withstand intense physical activity.

This sweat-proof formula is designed to stay put, providing a matte finish that looks natural and fresh for hours.

The foundation offers buildable coverage, aiming to ensure a person's skin looks flawless while allowing it to breathe during exercise.

A pharmacy stayer, this product comes in several shades.



## Avène's trio to fight lines and add moisture

**AVÈNE** has recently launched a new range called Hyaluron Activ B3.

The Hyaluron Activ B3 range includes a Concentrated Plumping Serum, a Renewal Firming Cream, and a Multi-Intensive Night Cream.

The Hyaluron Activ B3's minimalist formulas contain ingredients such as hyaluronic acid to help restore moisture in the skin, while niacinamide works to even out skin texture, and aims to support the skin's natural lipid barrier and to protect against environmental stressors.

Additionally, these products



contain Avène Thermal Spring Water, known for its soothing and softening properties to minimise discomfort for sensitive skin.

The range retails from \$72.99 for the Firming Cream, \$73.99 for the Night Cream to \$74.99 for the Serum.

# Stuffy and coughy? There's a Chemists' Own for that.



Always read the label and follow the directions for use. Incorrect use could be harmful.



## Dispensary Corner



**AN AUSSIE-grown garlic** may be key in the fight against Covid and the common flu.

In a world-first, research by The Peter Doherty Institute for Infection and Immunity (Doherty Institute) has found an ingredient that is extracted from a locally produced garlic may help reduce the infectivity of SARS-CoV-2 and influenza A viruses.

Dr Julie McAuley from the Doherty Institute confirmed that of more than 20 types of garlic extracts tested, a single variety was able to consistently reduce the infectious titre (concentration) of both viruses.

"The most successful garlic we tested interacted with the virus and slowed down or stopped the virus from infecting cells," Dr McAuley said.

"The fact it was across multiple experiments and it worked consistently showed us there was something about this particular garlic that was affecting the virus.

"We also tested the successful garlic variety grown in different Australian farms to eliminate possible effects caused by mineral or soil involvement.

"It didn't matter where it was grown, the garlic extract still reduced the infectious target."

She said the research suggests that if the extract is taken when you have the COVID-19 or flu virus, it might help to reduce the amount of virus in the digestive tract, allowing the immune system to better focus on clearing the virus from the lungs, where the main disease occurs.

## Common cold med trial recruiting up



**FIREBRICK** Pharma Limited has provided an update on the progress of its Phase 3 clinical trial for Nasodine Nasal Spray, as a treatment for the common cold.

The study, which commenced in 2022, aimed to recruit 196 subjects with early-stage colds who are confirmed by a PCR to have a viral infection (other than SARS-CoV-2).

These subjects represent the primary endpoint population for

the trial, referred to as the ITTI.

As at 30 May, 160 ITTI subjects had been enrolled, representing 82% of the final recruitment target.

In 2022, the trial ran for 26 weeks from 03 May to 31 Oct and recruited 224 subjects with colds (8.7 per week), of whom 45% (100) were virus-positive.

The trial was then paused over the summer period and reopened on 21 Mar this year.

In the 10 weeks since it reopened, another 113 subjects have already been enrolled (11.3 per week), of whom 53% are virus-positive (60), bringing the total ITTI subjects to 160, the company said.

"Both the overall recruitment rate and the virus-positivity rate are significantly higher than we achieved in 2022," said Dr Peter Molloy, Executive Chairman of Firebrick.

"As a result, the weekly ITTI recruitment has gone up from 3.9 subjects in 2022 to 6.0 subjects in 2023, an increase of 55%.

"We are now very confident about reaching our target of 196 subjects well before the end of the current cold season," said Molloy.

"We expect to announce headline results during the third quarter."

The trial results will be used primarily to support international regulatory filings for Nasodine, including a European approval submission.

**Pictured (L-R):** Firebrick Pharma's co-founders Dr Peter Molloy and Dr Stephen Godall.

## Senate inquiry for MBS rebates increase

**THE** Australian Medical Association today welcomed recommendations from a senate inquiry for an increase into MBS rebates for reproductive health care and improved access to a wider range of contraception.

AMA President Steve Robson said the limited MBS items available were rarely appropriate to cover the cost of providing services, resulting in reduced access or out-of-pocket costs for providing reproductive care.

"New and more appropriate MBS items will greatly improve access to reproductive healthcare

for women across Australia," Robson said.

"At the moment only selected basic oral contraceptives are available through the PBS.

"GPs regularly see patients who are better suited to a non-PBS subsidised option, but this can be quite expensive, which means some people can't afford them.

"We know there are issues with access to services, particularly in regional areas, and the AMA welcomes the recommendation women's health services are available and accessible to all who need them."

## The year that was

**IN AUSTRALIA**, hospitalisations involving a COVID-19 diagnosis jumped from 4,700 in 2020-2021 to 263,000 in 2021-2022, according to a report from the Australian Institute of Health and Welfare.

Overall hospitalisations decreased by 2.1% over that same time period.

For those with COVID-19-related hospitalisations, one in five had at least one chronic health condition, 3% ended up in intensive care, 1.3% required ventilation, and 2% died in hospital.



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