



**NEW** **Ferro-Max C™**  
with Vitamin C to aid absorption.\*  
Available from Symbion, Sigma, API and CH2.

For use when iron deficiency or iron deficiency anaemia has been diagnosed by your doctor and a therapeutic iron supplement is recommended. Always read the label and follow the directions for use. If symptoms persist, worsen or change unexpectedly, talk to your health professional. \*Vitamin C has been shown to enhance the absorption of iron when taken together.



## Today's issue of PD

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

## Soft-gel capsules

**PHARMACY Own** now has new paracetamol 500mg packs which are liquid-filled soft gel capsules, exclusive to CH2 Clifford Hallam Healthcare.

See more on the **back page**.

## Beauty & wellness

**WE HAVE** launched our dedicated **beauty and wellness page** for all pharmacy staff.

We'd love to hear your feedback, and to submit news for the page **CLICK HERE**.

## Call for leaders

**THE** Pharmaceutical Society of Australia (PSA) is calling for **nominations** from pharmacists for leadership positions within their State or Territory branch committees from today until 30 Mar, 5pm AEDT.

Voting for all members starts from 04 Apr to 01 May.

Successful candidates will be announced on 03 May.

PSA CEO Mark Kinsela urged all PSA members to consider nominating to reflect the diversity of our workforce and "to support, promote and fight for the pharmacist profession."

# Continued dispensing expands in Tas

**THE** expansion of Continued Dispensing in Tasmania was announced today, allowing pharmacists to supply regular medication to people who are yet to see their GP for a new prescription.

These changes to the current State Regulations come into effect from Mon 06 Mar, meaning a much wider range of medications will be available based on the Commonwealth's existing parameters for supply, and as determined by the pharmacist for each request.

The Guild's Tasmanian President Helen O'Byrne, **pictured** with the Premier of Tasmania, Jeremy Rockliff, welcomed the decision saying, "currently there is a narrow and restrictive list of medications recognised by the Commonwealth Government covered under the PBS and Tasmania's legislation, where pharmacists may supply without a prescription."

The arrangement now recognises a range of medicines including those for contraception, asthma, cholesterol, high blood pressure and HIV.

In 2021 there were an estimated 5,400 emergency department presentations in Tasmania due to medicine non-adherence and inability to obtain prescriptions from a GP, with an estimated cost to the State of around \$2.3m.

"Telehealth may provide some people with access to their prescriptions, however many more people find it difficult to get a telehealth appointment with their regular GP," O'Byrne said.



"We also believe it is better for a patient to receive Continued Dispensing from their regular pharmacist with whom they have a pre-existing relationship than from a remote clinician, who has little or no knowledge of the patient's background."

"Most people have a regular pharmacy where there is a lot of prescription history available to a pharmacist to make informed decisions about medication supply requests without a prescription.

"The patient requesting has their most recent expired prescription with them which also helps to ascertain the regularity of supply."

The Guild said it recognises that patient safety is paramount.

"Pharmacists are still required to follow established guidelines and some restrictions will remain in place," O'Byrne said.

Pharmacists should note that the expanded medication list available in Tasmania will not be covered under PBS arrangements.

However, O'Byrne said many are routine medications and not excessive in their cost to patients.

"We encourage patients to ask their pharmacist for information about their out-of-pocket costs.

"We urge the Commonwealth Government to reconsider their current position on Continued Dispensing and follow Tasmania's lead to recognise the majority of items covered under the PBS and ensure equity of access for all Australians," O'Byrne concluded.



**KIZMET**

**Meet finance made for pharmacy**

With 150 years collective experience in pharmacy and pharmacy finance, we pride ourselves on being experts in pharmacy ownership, not just pharmacy finance.

**If you are looking for finance, or just want to understand your options, we can provide you with an independent solution.**

**www.kizmet.capital**  
**enquiries@kizmet.capital**  
**1800 054 963**

**Talk to us today**

# ZOSTRIX®



Always read the label. Follow the directions for use. If symptoms persist, talk to your health professional.

## Topical Analgesic for temporary relief of

- Pain after shingles
- Arthritis pain

**NOW BACK IN STOCK**

Available at Symbion, Sigma, API, and CH2. For details or orders, please contact your Alita Sales Representative or call 1300 769 355.

**firstpharma** 

**FREELANCE GRAPHIC DESIGN SERVICE**

- With 15 years sales & marketing experience
- Small business design template set up
- Help with overflowing design departments

high tide designs friendly. creative. reliable.

## PAG Group celebrates turning one

**THE** Platform Alliance Group (PAG) celebrates its first birthday by recognising the significant contribution of its member pharmacies, colleagues, and the business itself.

PAG was established in Mar last year with a merger of Pharmacy Platform and Pharmacy Alliance and now has 1,100 member pharmacies, bringing together support brands Chemist Discount Centre, Alliance Pharmacy, Advantage Pharmacy, Pharmacy Catalyst, instigo, and technology brands Buy-It-Right and Know-It-All.

PAG added that developing people, culture and capability is its top priority so pharmacy owners can navigate significant ongoing change and operating pressures.

CEO Dave Fenlon said, PAG was set up to protect the interests of pharmacists and drive growth.

“We have 160 talented team members who are incredibly committed to supporting and inspiring their colleagues and



member pharmacies every day.”

Abbi Wilkes, Marketing Specialist for Alliance Pharmacy, and winner of PAG’s prestigious Extra Mile award, said: “It’s been a truly rewarding year and a fantastic experience...top of mind for me is helping our pharmacies communicate that they can help every Australian look after health in an affordable way”.

Graeme Bryce, National Procurement Manager, and winner of the Working Together award, said: “It’s been amazing to be part of such a big transformation at PAG. “My role is to help our

pharmacies manage the cost of doing business, but it takes fantastic teamwork to do so.”

Ann-Maree Chadwick, Chief People and Culture Officer, said: “I’m so pleased to mark our first birthday by recognising six outstanding team members for their contributions to creating a positive team culture and delivering outstanding service.”

**Pictured L-R:** Dave Fenlon with PAG Genius Award Winners, Maree Mitcham, Nikitha Perera, Abbi Wilkes, Graeme Bryce, Lily Do, Shannon Kerr and Ann-Maree Chadwick.

## PBS listings

**BRISTOL** Myers Squibb Australia’s (BMS) Opdivo (nivolumab) plus Yervoy (ipilimumab) have been PBS listed for patients with unresectable Stage III or IV malignant melanoma who have experienced disease recurrence while on, or within, six months of completion of adjuvant PD-1 inhibitor treatment.

Leah Goodman, General Manager, BMS Australia, has acknowledged “the collective efforts of the Medical Oncology community, patients, carers, and patient organisations who contributed to, and advocated for this listing.

“This PBS reimbursement provides broad, and equitable access to immunotherapy options for metastatic melanoma patients.

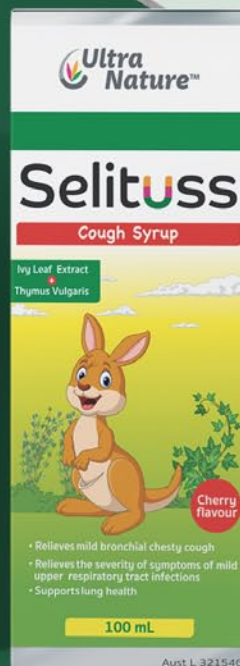
“We are proud of our efforts to address this unmet need.”

## Get great margins on Ultra Nature products

### Propolis & Manuka

- Natural antioxidant
- Supports oral health
- May assist in the treatment of minor mouth and throat infections

UP TO 15% OFF



UP TO 20% OFF

### Selituss

- With Ivy Leaf Extract & Thymus Vulgaris
- Non drowsy & sugar free
- Suitable for both children and adults



Formulated and made in Australia



Harnessing the power of natural ingredients



Download an order form



↓ UltraNature.com.au



## Editor's Choice: Plump up lips with Natio's sheer lip gloss

AS WE move from summer's fierce hot days and sweltering nights to the cooler autumn time, our skin usually pays the price.

The skin's natural barrier becomes aggravated, and complexions are more fragile, sensitive, and dry.

While we can't do anything about the drop in temperature, pharmacies can help customers to protect their skin in a myriad of ways.

Let's start by showing lips some love.

Natio's Sheer Beauty Lip Gloss is designed to plump and pamper.

This tinted formula offers a sumptuous treat for lucky lips that feel loved and cared for.

Formulated with nourishing botanicals such as evening primrose, sunflower, calendula and orange, to condition and protect, the moisturising formulation delivers natural subtle shine and sheer colour for a luscious, hydrated pout.

Apply one or two coats to lips depending on the intensity of shine and colour desired.

TIP: Line lips with a lip liner for a more defined look.

The product is part of the limited edition collection celebrating Natio's 30-Year anniversary.

Available in two flattering shades: Rosy and Nude, the lip gloss retails for \$18.95.



## Recession proof

IT'S getting expensive out there. Beauty experts from hair styling brand GHD have these tips to pass on to pharmacy customers in these tougher inflationary times.

Customers want to style hair from wet to dry, so provide them affordable and fast in-salon quality styling at home.

Three products that can take customers from frazzled to sleek are a hydrating shampoo, a mask and a leave-in serum that also has heat protection.



## Flutter those lashes

NATIO'S Celebrate Eyeshadow Palette is a highly pigmented mineral eyeshadow palette that offers 18 flattering eyeshadow hues to define and smoulder.

A versatile mix of satin, matte, and metallic textures, this comprehensive palette offers infinite potential for bespoke looks and combinations to enhance a customer's unique beauty style.

Packaged in recyclable cardboard for improved sustainability.

Natio's Celebrate Eyeshadow Palette retails for \$27.95.



## Leaves skin so hydrated it glows

A LIGHTWEIGHT nourishing moisturiser that helps lock in hydration for the day ahead is everyone's dream product.

The Bioré Hydrate & Glow lightweight moisturiser aims to deliver long-lasting hydration without clogging pores.

Infused with softening shea butter, antioxidant-rich avocado oil, and hydrating glycerin and mannitol to bind moisture into the skin.

It's fragrance-free, dermatologist-tested, and cruelty-free.

Apply to face and neck, wet face, pump cleanser into hands and massage over entire face.

Rinse thoroughly.

The Bioré Hydrate and Glow Moisturiser retails for \$13.99 for 100ml.



## Functional fun

SWISSE hosted a star-studded event recently to celebrate the launch of its new Swisse Gummies.

Hosted by TikTok creators The Inspired Unemployed, the event saw guests enjoy cocktails inspired by the Gummies range, while being entertained by DJ Andy Murphy.

The Abbotsford Convent in Melbourne was the venue where names such as Sharon Johal, Mitch Hibberd and Paul Versace showed up reportedly dressed to the nines.

Swisse says it's "re-inventing what it is to supplement.

"This is function with fun.

"This is not a capsule collection, it's a 'gummies' collection," says Swisse.



# Optix™

Contains Polyethylene Glycol 400 0.4% and Propylene Glycol 0.3%

Always read the label and follow the directions for use.

Hydrates

Lubricates

Protects



PBS Listed

Available from Symbion, Sigma, API and CH2





Click here to follow Pharmacy Daily on Twitter



### Dispensary Corner



**A CALIFORNIA** man whose long tongue earned him a Guinness World Record said he has found an unusual way to put his unique muscle to work - painting.

Nick Stoeberl, who was awarded the world record for longest tongue (male) when it was officially measured at 3.97in from tip to teeth in 2012, showed off his unusual painting skills during an appearance on ITV series *This Morning*.

Stoeberl showed hosts Phillip Schofield and Holly Willoughby how he wraps his tongue in plastic wrap before dipping it in paint and using it to draw on a canvas.

The record-breaker said he has been given the nickname Lickasso for his unusual painting method.

He said his paintings have sold for up to US\$1,200.

Stoeberl's 3.97in tongue was officially certified as longer than the previous record holder, a 3.86in tongue in the mouth of British man Stephen Taylor, reported *UPI*.

## When only a 'real conversation' will do

**BLOOMS** The Chemist yesterday launched a new brand campaign, titled 'Better go to Blooms', to highlight the importance of right care and expert advice in moments that matter when it comes to healthcare.

Yvette Costi, Blooms The Chemist's Chief Marketing Officer, said: "During our research we found that Australians have unfortunately been conditioned to expect less from pharmacy.

"There's such a strong focus on price, and while that's increasingly important with the current pressures of rising cost of living, it doesn't mean people need to compromise on receiving high quality care and connection," she stressed.

"This insight informed our strategic approach to remind people they deserve more from their healthcare providers, and how important the right care is, in the moments that matter.

"Blooms The Chemist is at the retail end of healthcare, not the healthcare end of retail.

"When it comes to health, people want expert advice and guidance, whether that's for themselves or a family member.

"It's in those moments people

want to have a real conversation with a pharmacist and ensure they're getting friendly, accessible care that just comes naturally," Costi added.

"Our 'Better go to Blooms' campaign highlights those important relationships our pharmacists have with their patients and community, and shows that care doesn't cost more at Blooms The Chemist."

The campaign, developed by creative agency Hardhat who were appointed in Dec last year, is led by a 30sec TVC that follows a very personal journey of a woman trying to conceive, and the support and care she receives from her local Blooms The Chemist pharmacist (played by a real pharmacist-owner from the Blooms The Chemist network).

The campaign is also supported through digital, localised out of home and dynamic social media.

"Blooms The Chemist pharmacies are deeply engaged in their local communities, where our knowledge and care have, and continue to be, crucial in overcoming health challenges," said Blooms The Chemist's Chief Executive Officer, Emmanuel Vavoulas.

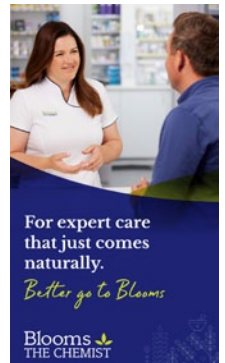
"We want to shine the light on

the important role our pharmacists and their team members provide each and every day, offering a range of healthcare services to our local communities in a friendly people-first environment where our customers are heard and healed.

"Care is at the heart of everything we do, and this new campaign is a fantastic opportunity to remind people that when they need genuine, expert advice and support that comes naturally, when only a real conversation will do, Blooms The Chemist is where they can expect, and receive, the care they deserve," he concluded.

Operating for more than 40 years, Blooms The Chemist is a network of more than 115 pharmacies operating in NSW, Qld, Vic, SA, NT, Tas and WA.

**Pictured:** Campaign material messaging that people, not price, is the cornerstone of the Blooms The Chemist's brand promotion.



## DRAW THE LINE... when it comes to Digestive relief



**Affordable, quality healthcare supporting Australian families**

Always read the label and follow the directions for use.

Check out our NEW website!

The APOTEX trademark is under license. Apotex Pty Ltd Macquarie Park NSW 2113. ABN 52 096 916 148. Copyright © CONSUMER-000779. January 2023. All rights reserved.

[www.apohealth.com.au](http://www.apohealth.com.au)



[www.pharmacydaily.com.au](http://www.pharmacydaily.com.au)

Pharmacy Daily is part of the Business Publishing Group family of publications.

Pharmacy Daily is Australia's favourite pharmacy industry publication.

### EDITORIAL

**Editor in Chief and Publisher** – Bruce Piper

**Associate Publisher** – Anna Piper

**Editor** – Jayamala Gupte

**Contributors** – Adam Bishop, Myles Stedman, Janie Medbury, Matthew Wai

[info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au)

Pharmacy Daily is a publication of Pharmacy Daily Pty Ltd ABN 97 124 094 604. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

### ADVERTISING AND MARKETING

Sean Harrigan, Hoda Alzubaidi, Nicki Harford  
[advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au)

### BUSINESS MANAGER

Jenny Piper  
[accounts@pharmacydaily.com.au](mailto:accounts@pharmacydaily.com.au)

Suite 1, Level 2, 64 Talavera Rd  
Macquarie Park NSW 2113 Australia  
PO Box 1010 Epping NSW 1710 Australia  
Tel: 1300 799 220 (+61 2 8007 6760)

Sign up free at  
[www.pharmacydaily.com.au](http://www.pharmacydaily.com.au)

Travel Daily

CRUISE WEEKLY

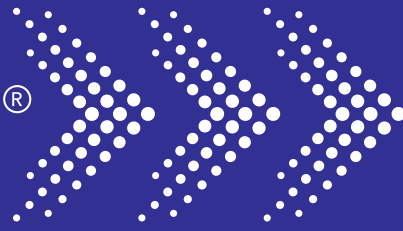
Travel & Cruise Weekly

travelBulletin

business events news



PHARMACY OWN®



WHERE *trust.*  
VALUE AND  
QUALITY  
CONNECT

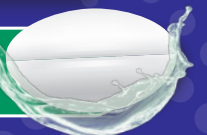


**NEW**  
& EXCLUSIVE TO

**CH2**  
Clifford Hallam Healthcare

AVAILABLE IN:  
20 / 60 / 100 Pack

Liquid Filled  
Soft Gel Capsules



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

The use of the name 'Pharmacy Own' does not constitute or imply endorsement or recommendations of the Pharmacy Own Products or brand by Pharmacists.  
For more information contact your local representative or email [admin@bsaus.com.au](mailto:admin@bsaus.com.au)