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## Today's issue of PD

**Pharmacy Daily** today features five pages of news, including our new **Beauty & Wellness** feature, plus a front cover wrap from **TerryWhite Chemmart** and a full page from **PharmXchange**.

## Purpose built

**TERRYWHITE** Chemmart's myTWC app is purpose built to help grow script numbers while saving you time instore. The app improves customer loyalty through ease of use. See more on the **cover page**.

## Painkiller added

**PHARMXCHANGE** continues to grow with the addition of PanaNatra, a natural painkiller for various mild joint and painful muscle conditions. See more on the **back page**.

# PSA thanks daily heroes, up ticks study

**TODAY** marks the annual 'Thank Your Pharmacist Day'.

As the peak body representing 36,000 pharmacists practicing across Australia, the Pharmaceutical Society of Australia (PSA) is celebrating pharmacists in a range of specialised practices.

This 'Thank Your Pharmacist Day', the PSA has spotlighted some of the Every Day Heroes who work tirelessly to maintain accessible frontline primary care.

Heroes like Brooke Shelly, who visits patients at home to conduct Home Medication Reviews; Brad Butt, founder and lead pharmacist at Mens Health Down Under, a pharmacist-led clinic for male urological issues; Deborah Hawthorne, who teaches patients post-discharge and carers in aged care facilities to understand medicines; and Joe Foster, who supports the health of his regional town in Western Australia daily.

PSA National President Dr Fei Sim (pictured) thanked pharmacists for



their tireless work, and encouraged others to do so too.

"Every single pharmacist is a hero," Sim said.

"Thank Your Pharmacist Day is an opportunity for communities to come together and celebrate the hard work and dedication of all pharmacists.

"I have spent the last 12 months meeting hundreds of pharmacists from around Australia who all share a passion for healthcare and have dedicated their lives to improving the health of their communities.

"Without pharmacists, healthcare would not be the same, so thank them using #ThankYourPharmacistDay."

Further, the PSA joined pharmacists and researchers from the University of Canberra today to launch the findings of the *Pharmacists in Residential Aged Care Facilities (PiRACF) study*.

Sim celebrated the release of the PiRACF study final report, which should have a meaningful impact to aged care residents across Australia as the Federal Government begins implementation of the On-site Pharmacists in Aged Care Program from 01 Jul.

The study found that on-site pharmacists in residential aged care facilities (RACF) reduced inappropriate medicine use by 50%, significantly improving patient safety and reducing pressure on aged care nurses and staff.

"PSA is excited to play a significant role in the national roll out of On-site Aged Care Pharmacists this year, and we will continue to work closely with government to advocate for pharmacists in every RACF in Australia," Sim concluded.



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## 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**.

## FIP's programs

**THE** International Pharmaceutical Federation's (FIP) Curriculo Solutions - Pharmacists for the Future Programme (PFP), empowers newly-qualified pharmacists, to plan their future with more confidence and clarity.

The PFP aims to help pharmacists build capacity in:

- Getting ready for life after qualifying;
- Identifying strengths and potential;
- Teamwork in pharmacy;
- Finding the next step; and
- A pharmacy career plan.

Read more **HERE**.

Further, the FIP's 'Role of Pharmacists in Allergic Rhinitis' program, delivered by Omnicuris, sheds light on pharmacists' role in managing allergic rhinitis based on existing guidelines and treatment options.

Upon completing the course participants will have covered:

- Clinical picture and pathology of allergic rhinitis;
- Impact of the disease on patients' quality of life;
- Rationale behind available treatment options for allergic rhinitis; and
- Methods of diagnosis, management and more.

Enrol for the upcoming course, **HERE**.

## Blooms 'bun in the oven' fundraiser

**GIDGET** Angel, Craig Anderson, delivered an emotional speech at the Blooms The Chemist pharmacist-owner's meeting recently about his personal battle with perinatal anxiety and depression, and why the pharmacy network's partnership supporting Gidget Foundation Australia is so important.

Hosted at the Blooms The Chemist Support Office in Mascot, the meeting provided the opportunity for 75 pharmacist-owners and support office staff to host a 'Bun In The Oven' fundraising event, which raised more than \$3,500 for Gidget Foundation Australia.

The bake sale was open to everyone in the building and to ensure minimal impact on the environment, all food ware, including plates and cutlery were paper or bamboo.

Blooms The Chemist has been a partner of Gidget Foundation Australia since 2020, raising awareness of perinatal depression and anxiety and providing support for expectant and new parents through this new stage of life.

Since the partnership began, Blooms The Chemist has raised close to \$300k through a range of fundraising activities across the pharmacy network.

Gidget Foundation Australia CEO, Arabella Gibson, acknowledged the continuous contribution of Blooms The Chemist and its role supporting the organisation.

"Pregnancy and the birth of a new child are a time of significant change for expectant and new parents and can be a trigger for perinatal depression and anxiety," she said.

"Education and greater awareness of the symptoms and the steps mothers and fathers can take is



so important, and why Gidget Foundation Australia is grateful for the partnership and generosity received from Blooms The Chemist, which helps us provide essential support for those in need."

Gidget Angel is a person who advocates for the foundation by sharing their personal story.

Anderson thanked Blooms The Chemist for their support, which resulted in his initial diagnosis with a postnatal anxiety disorder.

"We didn't have the easiest of starts to parenthood with some minor health issues, lack of sleep, and problems breast feeding, which had an impact on our mental wellbeing as parents," he said.

"My wife and I had our own experiences with perinatal depression and anxiety, and the support we have received from the team at Gidget Foundation has helped me slowly regain the confidence in myself to enjoy time outdoors with my son.

"I am not embarrassed or ashamed of my diagnosis or experience.

"I'm proud of the fact I had the resilience and strength to seek help," he added.

Blooms The Chemist CEO, Emmanuel Vavoulas, acknowledged the importance of the partnership saying "our pharmacists are deeply engaged in their local communities providing greater access to health

and wellbeing, and expert advice and guidance to ensure people get the right care and support in the moments that really matter.

"Our partnership with Gidget Foundation Australia ensures we support expectant and new parents at a time of real need and help build greater awareness of perinatal depression and anxiety.

"The whole day was a great opportunity to showcase our passion and commitment we, as a brand, have for our charity partners," he explained.

The following three competitions were held during the day to further encourage engagement and donations:

- Best Decorated - judged by CEO Emmanuel Vavoulas;
- People's Choice - gold coin donation to vote; and
- First to sell out.

**Pictured** top L-R: Phoebe Barrett, Blooms The Chemist Brand Marketing Coordinator and Kate Bird, Gidget Foundation Australia Partnerships and Operations Coordinator.



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## UK pulls pholcodine too

**BRITAIN'S** Medicines and Healthcare products Regulatory Agency (MHRA) has announced the complete withdrawal of pholcodine-containing cough and cold medicines from the UK market.

The precautionary move, which mirrors Australia's Therapeutic Goods Administration withdrawal of the medications earlier this month (**PD** 01 Mar), follows an MHRA review which found that "their benefits do not outweigh the increased risk of the very rare event of anaphylaxis to neuromuscular blocking agents (NMBAs) used in general anaesthesia".

UK pharmacists are being advised not to dispense or sell any pholcodine-containing medicines, to immediately quarantine existing stock for return to manufacturers, and instead "consider

recommending appropriate treatment alternatives for patients who present with a new dry cough or who are currently taking pholcodine," the MHRA said.

A similar review by the European Medicines Agency in Dec last year also concluded that the benefits of pholcodine medicines do not outweigh the risks, recommending that the medicines be withdrawn from the EU market.

In Jan 2022 the MHRA added details of a potential reaction to the product information for pholcodine-containing medicines, with the new review considering "cumulative safety information" which showed a significant association with an increased risk of "perianaesthetic anaphylaxis to NMBAs" among patients using the cough and cold medications.

## Rethink pain in youth to get better help

**DEBUNKING** pain myths could help teens recover faster from chronic pain.

Whether it's headaches, abdominal pain, or unrelenting joint soreness, up to a third of young people in Australia experience chronic pain.

Now, a world-first study from the University of South Australia is providing insights about how young people understand chronic pain, potentially helping thousands of sufferers to better manage their symptoms and long-term wellbeing.

Lead researcher, pain expert and *Survivor* contestant Dr Hayley Leake, says understanding what young people think about pain can help debunk pain myths and identify new treatment pathways.

"What people think about where their pain is coming from, matters, but unhelpful beliefs about pain can stop people from accessing the best care," Leake explained.

"Optimal care for chronic pain involves movement and psychological therapy. "Yet these treatments can seem counter-intuitive if you think your pain means tissue damage.

"If we can identify what young people think about pain, we can figure out which beliefs are helpful, and which are not and use this knowledge to make better pain education and why youth should engage with better practice pain treatments."

The study was conducted as part of a larger study (of children aged 11-17 years), with long-term interview follow-ups (six years later) of these now young adults with a history of chronic pain in childhood.



Of the original cohort, 229 completed the six-year follow-up study, with 189 (82.5%) still reporting current chronic pain.

Researchers found that young people tended to make sense of chronic pain by explaining it as:

- something that is wrong with their body;
- associated with an injury that has not healed;
- connected to nerves 'firing' when they should not; and
- linked to an overactive stress system.

Leake says while some of the themes provide helpful ways of thinking about pain, others capture misconceptions about how pain works which can then create barriers to them getting treatment.

"It is important to challenge beliefs about pain that don't align with modern pain science," Leake said.

"In this study we can see that some young adults believe that pain means their body has an unresolved tissue injury.

"This is not necessarily the case, as pain can persist when nerves become hypersensitive, despite no injury to body tissue.

"One way we explain this to young people is by comparing chronic pain to computer issues - the problem is with the software, not the hardware," Leake said.

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## Editor's Choice: foster healthy tresses with Palmer's range

**PALMER'S** has a brand-new hair care range - Palmer's Cocoa Butter Formula Length Retention.

The new range features the ingredient that the brand is best known for, cocoa butter, combined with powerhouse hair hero, Biotin, to strengthen brittle, fragile hair and prevent breakage and split ends.

Alongside this launch, Palmer's has released a new look Palmer's Coconut Oil Formula Moisture Boost range.

Formulated with raw, extra-virgin coconut oil, the range helps to repair and restore dry, damaged or colour-treated hair with a blend of ingredients that



naturally promote long-lasting hydration for hair strands and the scalp.

Both product ranges also feature vitamin E - an antioxidant that supports scalp health to foster and improve hair strength and shine.

The Palmer's Cocoa Butter Formula Length Retention and Palmer's Coconut Oil Formula Moisture Boost ranges retail from \$3.99 for a 60g single-use Biotin or Protein treatment pack to \$21.99 for a 340g Deep Conditioner treatment mask.

## New Aussie face

**ACTOR** Francesca Hung was last week announced as the newest face of Australian vitamin and skincare brand Swisse Beauty.

"As a Chinese and Irish-Australian woman, growing up in Australia I struggled with not fitting into the traditional beauty norms - but over the years I've learned to love the skin I'm in - inside and out.

"I'm proud to support a brand that celebrates beauty from the inside first - because that's really what matters," she said.



## Drink a rainbow

**ESSENTIAL** Rainbow is a daily superfood powder, from the Australian plant-based nutrition brand eimele.

Containing 77 nutrients in a daily serving of two small scoops, the red berry flavoured powder is made using a wide spectrum of fruit and vegetable colours, allowing people to 'eat the rainbow' - or technically, drink the rainbow.

Eimele Essential Rainbow is vegan, dairy free and gluten free and retails at \$107.



## Create the wet look that still has movement



**KERASILK** Haircare has debuted a new partnership with Australian designer Rachel Gilbert.

The 'Gemini, Rachel Gilbert Fall 23 Collection' features a wet hair look by Kerasilk Ambassador Kirby Lago, owner of Pelo by Lago.

"Kerasilk is my go-to range as it can be easily layered into the hair

without a heavy product feel which is essential when creating a wet look that still has movement," said Lago about the hair look on set.

To create a similar wet look for your customers:

**Step 1:** Wet hair with water and apply a styling product like Kerasilk Style Bodifying Mousse generously.

**Step 2:** To create this look with a less wet result, wave first, then apply mousse through the roots, then softly throughout at the ends.

**Step 3:** Use hands to work in the shape of the hair with a product such as Kerasilk Style Accentuating Finish Crème, encouraging height at the hairline above the forehead.

**Step 4:** Finish with a light mist from a brand such as Kerasilk Style Fixing Effect Hair Spray.

## Kao ethics win

**THE** Ethisphere Institute, a well-regarded US think-tank, has named the Kao Corporation one of the World's Most Ethical Companies.

Kao is a leading consumer goods company and the only Asian company to have made the list every year since Ethisphere began its ranking in 2007.

The Kao Group upholds the founder's value of "walking the right path" at the core of all its corporate activity.

Kao is one of only six companies to have received this recognition from its inception - 17 times.

The group has 20 brands such as Attack, Bioré, Goldwell, Jergens, John Frieda, Kanebo, Laurier, Merries, and Molton Brown.




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## Dispensary Corner

**IN A** somewhat unusual move, authorities in north London are considering heating the graves in one of the world's most famous cemeteries.

No, they're not trying to warm up some clearly very cold cadavers, but rather help preserve some of the tombs for the crowds of tourists who visit some of the extremely famous deceased.

The Highgate Cemetery Trust looks after the final resting place of revolutionary Karl Marx, singer George Michael, author Douglas Adams of *Hitchhikers Guide to the Galaxy* fame, and famed Victorian novelist George Eliot among about 50,000 other graves, and has cited the changing climate as a key issue.

"Big freezes are really bad for us, and when we have long, dry summers that's really bad for us as well," said Ian Dungavell, CEO of the Trust.

He noted that a mausoleum built for newspaper baron Julius Beer is so lavish that it has a power socket which could be used for a heater in extremely cold weather.

"In 2022 it got so cold in there that it froze on the inside as well as the outside," Dungavell said.

"It pinged off some glass tiles from the wall, breaking them," he added, noting the cost of repairs to the historic artefacts was prohibitive, particularly in the case of older memorials where families were no longer interested in the upkeep.

"It's pretty funny to heat a mausoleum, but that could save us a lot of money," he said.

## CWH takes stake in cannabis venture

**CHEMIST** Warehouse (CWH) has become part of a joint venture (JV) between ASX-listed Wellnex Life Limited and OneLife Botanicals which plans to launch a new range of medicinal cannabis products in Australia.

Under the terms of the deal, CWH will receive a 10% interest in the existing JV between OneLife and Wellnex, which was sealed as a 50/50 deal in Jul last year.

Prior to that agreement, OneLife acquired the Australian cannabis manufacturing facilities of Medipharm Australia, accelerating its entry into the market.

The initiative aims to take advantage of regulatory changes which allow doctors to prescribe medicinal cannabis products under the Special Access Scheme Category B (SAS-B) arrangements, covering items that are not included in the Australian Register of Therapeutic Goods.

Wellnex Life CEO George Karafotias said "partnering with highly respected and prominent



pharmacy retailer Chemist Warehouse will further drive the reach and sales of this exciting and growing new category".

An initial launch of five products will be undertaken under a new JV brand, developed with consideration to the best-selling products currently in the market, with the aim of introducing the first of these by 30 Jun this year.

"Wellnex will also extend the distribution of these products to other pharmaceutical customers," the company confirmed, including additional pharmacy wholesalers and pharmacies.

The launch will be complemented by an exclusive agreement with OnTracka, said to be an "esteemed and long-term participant in the medical cannabis industry".

OnTracka will develop a new telehealth application that will connect patients with authorised prescribers and relevant cannabis products to "ensure a seamless process for prescription and management for patients".

Karafotias said "we are excited to be entering a rapidly transforming industry which is seeing surging consumer demand with growing recognition of the legitimacy of cannabis-based medicine by patients and prescribers".

The current Wellnex Life portfolio includes a range of OTC products under brands such as Wakey Wakey, The Iron Company, Mr Bright, Wagner Liquigesics and Pharmacy Own.

The company also undertakes contract manufacturing on behalf of Arrotex, GSK and Chemist Warehouse.

## TWC flu launch

**TERRYWHITE** Chemmart (TWC) is hailing the success of this year's winter flu season campaign in mainstream media yesterday.

Featuring former Deputy Chief Medical Officer, Dr Nick Coatsworth and TerryWhite Chemmart Chief Pharmacist Brenton Hart, the launch focuses on COVID, flu and RSV as a "triple threat" to urge Australians to be vaccinated.

Coverage included a live job for Coatsworth on Nine's *Today* show as well as reports on news.com.au and other mainstream publications.

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