

4 ways to help build strong bones



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## Today's issue of PD

Pharmacy Daily today features four pages of news, including our Beauty & Wellness feature plus full pages from:

- TerryWhite Chemmart
- Pharmacy Own

## Listing to come

THE Govt will list Voxzogo (vosoritide) on the PBS for treatment of patients with achondroplasia, whose growth plates are not yet closed.

Achondroplasia is a type of skeletal dysplasia or dwarfism, affecting around one in 20,000 babies born in Australia.

Federal Health Minister Mark Butler said, "I want to particularly congratulate the work of the Murdoch Children's Research Institute & Ravi Savarirayan who led BioMarin's development program for Voxzogo, with the world's largest clinical trial site for it".

## "Sky's the limit," says Summit speaker

A KEY speaker who will present at the upcoming Pharmacy Daily Pharmacy Careers Summit 23 on 07 Jul, multi-award winning pharmacy owner Karen Brown (pictured), believes "pharmacy has a bright future."

"I think the sky's the limit for the scope of clinical services, with a fee for private consultation."

"Over my time I've had pharmacists that specialise in men's health, fertility, diabetes, and are nutritionists."

"The opportunities are endless with less red tape, and as you are such a fixture in your community, you truly make a difference. That's why I love community pharmacy."

Brown, who since high school knew she wanted to be a pharmacist, will share her passion for community pharmacy and hopes to inspire people looking at pharmacy as a career option by passing on her experiences.

"You'd be amazed how many people come to our pharmacy on



placement and go 'wow, I've never seen this at another pharmacy before'.

"I love it when students do come, whether they're in high school or university, and see the potential of community pharmacy, and that we are not just a script factory."

Brown's interest in the Careers Summit was sparked by a feeling that "we need to really develop our students in high school so that they understand what an opportunity pharmacy is."

"The beauty of pharmacy is that there are so many channels that you can go down."

"Some, like myself, stay in the one

channel their whole career, while others move between hospital, community or industry.

"There's also not too many events out there for students, or for those pharmacists in the system who are a little bit lost," Brown explained.

"So I think it appeals to all of them to attend, as when they realise exactly what you can do as a pharmacist, they're blown away."

The virtual Summit is the first event whose sole purpose has been to focus purely on the career journeys of pharmacists from high school through every stage of their career, and is supported by all the peak Pharmacy bodies in Australia.

Through an extensive program of conference sessions in the Auditorium, the Summit brings together universities, peak industry member bodies, hospitals, pharmacy retail banner groups and industry for discussions, insights and actionable steps to grow your career.

Learn more or register [HERE](#).

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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





## Telehealth crackdown imminent

**DOCTORS** in Australia may be banned from prescribing drugs to online patients they have not previously met, under likely changes to telehealth being developed by the Medical Board of Australia.

Mainstream media reports today cited statements by Federal Health Minister, Mark Butler, who said while technology had helped the health sector navigate COVID-19 for the benefit of patients and doctors, “we need to make sure that happens in a way that aligns with good clinical practice”.

The key issue is the rapid rise of several fast-growing start-up businesses selling weight loss medications to people based on completion of an online quiz, in some cases allegedly without fully verifying identities or seeing the faces of patients.

“I have been concerned at some of the reports about [business models] that have developed to fill what is clearly a shortage of access



to traditional doctor services,” Butler told the *Sydney Morning Herald*.

“And I think there is a question mark over some of these business models that have been developed at the fringe,” the Minister added.

The Medical Board is expected to shortly release new telehealth prescribing rules which will particularly impact the online weight loss medication providers such as Midnight Health, Juniper and Pilot, which the *Herald* recently highlighted for sending drugs to

patients without requiring video calls or formal identification.

Midnight Health, majority owned by health insurer nib, has said it will strengthen its procedures in the next fortnight to require photos or a video call for all weight loss prescriptions.

Woolworths, who is an investor in Juniper’s parent company, Eucalyptus, said it expected any company in which it invested “to operate at a high standard and abide by any regulatory or other requirements”.

### Pharmacy Own

**CH2’S Pharmacy Own** range of over-the-counter medicines offers pharmacy customers real value and helps improve your store’s margins.

See more on the **back page**.

### Listing for Erlyand

**FROM** 01 Jun, Aussies with metastatic hormone-sensitive prostate cancer (mHSPC) will have access to Erlyand (apalutamide) through the PBS.

Erlyand is a non-chemo treatment option and the first of its kind to be listed on the PBS for mHSPC.

The listing is expected to benefit around 3,000 people each year, and means that eligible patients will pay only a maximum of \$30 per script, or \$7.30 with a concession card.

Without subsidy, it would cost patients more than \$40,000 per year of treatment.

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## Editor's Choice: Get a fresh dewy face with a vegan brand

**THE** 40-year-old brand, Barry M, is an affordable, high-quality, cruelty-free and vegan makeup range.

Barry M's Fresh Face collection has skin-loving ingredients such as hyaluronic acid, niacinamide, vitamin C, cucumber extract and aronia berry.

The collection is filled with products to help create a perfect base such as a primer, foundation, concealer, cheek tints, highlighter and setting spray.

All products are designed to be blendable and weightless to help achieve a glowing, natural look.

Barry M's new Fresh Face Luminiser has a smooth,

blendable formula, and is available in three shades - Gold, Bronze and Rose, to create a delicate, fresh finish or a dazzling, high-impact shine.

The Luminiser is blended with aronia berry & hyaluronic acid for a fresh, dewy glow, is 100% cruelty-free & vegan, and comes in packaging that is made from 30% recycled plastic.

Fresh Face Luminiser retails for \$12.95.

Barry M also has three Fresh Face Setting Sprays - Matte with mattifying sugar kelp extract and



hydrating niacinamide, Dewy that contains hydrating cucumber extract and moisturising snow mushroom, and Fixation with aronia berry and vitamin C.

The sprays retail for \$14.95 each.

## Boost & tbh to merge



**THE** merger of Boost Lab and tbh Skincare sees the birth of a corporate beauty powerhouse.

Boost Lab has secured \$5 million in Series B funding to join with tbh Skincare, taking advantage of the chance to combine resources and skill sets and rapidly accelerate both brands.

The merger will enable both brands to drive efficiencies across the newly unified internal team, develop new products, expand their international footprint, and unlock new distribution channels under the banner of York St Brands.

While both brands will, outwardly, remain separate from each other, York St Brands has announced a merged executive team.

Craig Schweighoffer (pictured), will step into the role of York St Brands' CEO, with tbh Skincare's co-founders Rachael Wilde and Bridget Mitchell taking on the roles of CMO and CFO respectively.

Raj Ghatge, the current GM of Sales & Marketing Boost Lab, will become York St Brands' COO and Dr Curtis Crasto as Head of Innovation, with a best-in-class marketing and ops team soon to be announced.

Both brands are set to expand their presence in pharmacy.

## Anti-wrinkle cream

### SKINCEUTICALS A.G.E.

Interrupter Advanced is a concentrated anti-wrinkle cream that may help correct and defend against visible signs of ageing.

The cream helps address the multi-phase glycation process known to visibly age skin.

It claims to smooth a range of visible wrinkle types, including fine lines, deep wrinkles, & location-specific creases like nasolabial folds, and restore skin's firmness and elasticity, known to decline as glycation degrades skin's collagen.



## Mission to fix period symptoms for good



**A NATIONAL** survey conducted by The Fix, shows that 93% reported suffering from mild-to-unbearable period symptoms.

Founders Kate Everitt and Julie Moulder are driven by a passion and purpose to revolutionise how we approach menstruation by providing active period relief.

The Fix range of period supplements are geared to target and alleviate the specific

symptoms that women who menstruate experience, from bloating to cramps, mood swings and breakouts, and the permission to talk about your often unbearable symptoms.

"We're with you at every stage of your cycle, we've heard what would change your daily life, and have used only the best in science and evidence, to make it happen. Period," says the founders.

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## Dispensary Corner

**THE** first babies conceived with a sperm-injecting robot have been born.

Last spring, engineers in Barcelona packed up the sperm-injecting robot they'd designed and sent it by DHL to New York City's New Hope Fertility Center, where they put the instrument back together, assembling a microscope, a mechanised needle, a tiny petri dish, and a laptop.

Then one of the engineers, with no real experience in fertility medicine, used a Sony PlayStation 5 controller to position a robotic needle.

Eyeing a human egg through a camera, the needle then moved forward on its own, penetrating the egg and dropping off a single sperm cell.

In total, the robot was used to fertilise more than a dozen eggs.

The result of the procedures, say the researchers, were healthy embryos - and now two baby girls, who they claim are the first people born after fertilisation by a "robot".

"I was calm. In that exact moment, I thought, 'It's just one more experiment'," says Eduard Alba, the student mechanical engineer who commanded the sperm-injecting device.

For some proponents of IVF automation, an even wilder future awaits.

By giving over conception to machines, automation could speed the introduction of still-controversial techniques such as genome editing, or advanced methods of creating eggs from stem cells.

## Nasal spray that traps COVID-19 virus

**THAILAND'S** Chulalongkorn University has developed, through its discovery of using the human body's own "highly effective antibody against COVID-19", a nasal spray called Covitrap, that "traps and inhibits the COVID-19 virus".

Its researchers say this "innovation is considered the first in the world to use antibodies to create a nasal spray".

The product has been certified by the US FDA as a class-4 medical device that traps and inhibits the COVID-19 virus in the nasal cavity.

Dr Trairak Pisitkun, Director of the Center of Excellence in Systems Biology, Faculty of Medicine, Chulalongkorn University, explained that the research team collected blood samples from over 300 patients who had recovered from COVID-19 to find B cells that are most effective at producing antibodies that can fight the COVID-19 virus.

"From millions of B cells, we used the process of high-throughput screening to discover the B cells that can produce antibodies that can effectively neutralise COVID-19.

"The genetic code for the immunoglobulin gene of these B cells was then sequenced before entering the industrial production process to obtain large quantities of the antibody."

Dr Pisitkun explained "once injected into the body, antibodies will protect various parts of the body, such as the bloodstream, lungs, intestines, and mucous membranes.

"As for the method of nasal spray, antibodies will coat the mucous surface of the nasal cavity, preventing the virus from binding to the nasal epithelial cells and causing an infection in the body."

Even though Covitrap contains



COVID-resisting antibodies, it cannot replace a vaccine.

"Although antibodies and vaccines can both work against COVID-19, they have different properties and functions and, therefore, cannot be substituted for each other," Pisitkun explained.

The antibodies in Covitrap can be compared to a "ready-made immunity".

Pisitkun said once it is sprayed

into the nasal cavity, it will be able to resist the COVID-19 virus in that area immediately.

"The antibodies do not enter the body and no stimulation is made to the body, causing a lower chance of immunologic reactions than vaccination.

"The disadvantage of Covitrap is that it does not last long (about six hours).

"Since the body is not stimulated to produce antibodies like vaccines, the ready-made antibodies that enter the nasal cavity through Covitrap are rapidly cleared via the mucociliary clearance process.

"The advantage of the nasal spray is that it complements masks and helps in crowded areas, enclosed spaces, or in situations where people need to remove their mask amidst a crowd," Pisitkun concluded.

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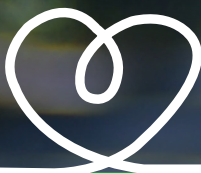
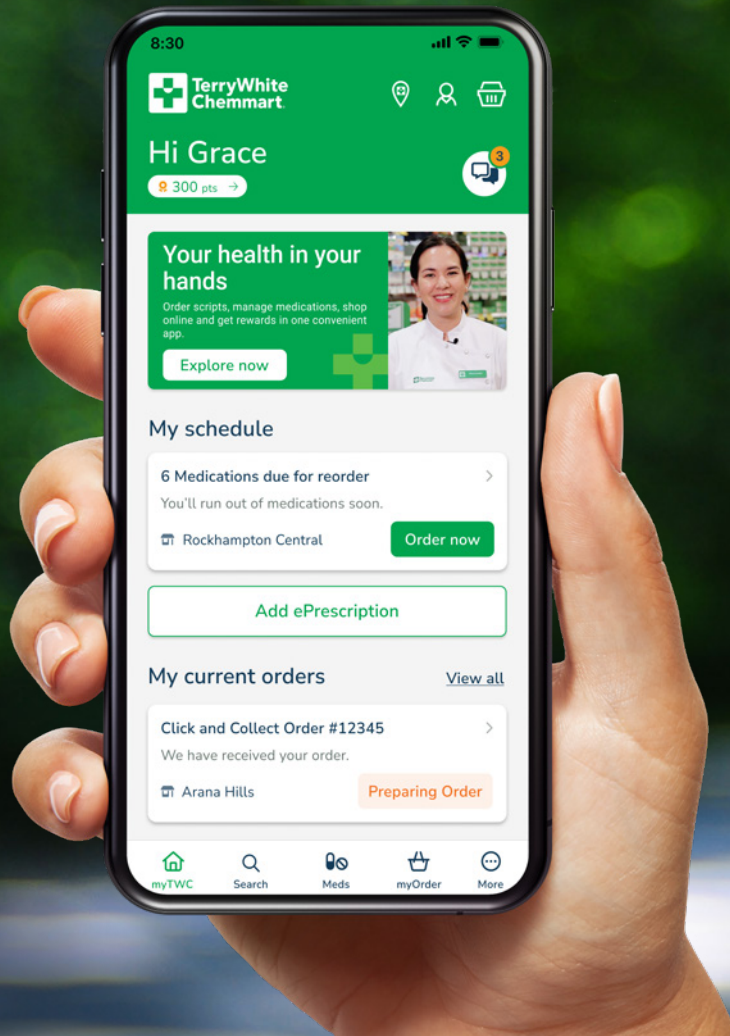
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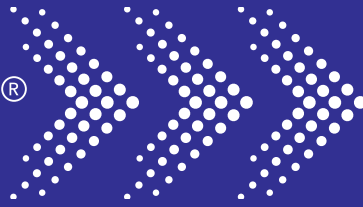
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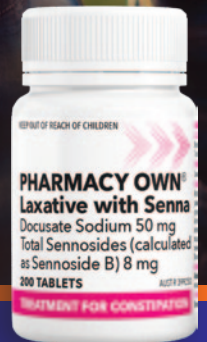
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