

## Today's issue of PD

Pharmacy Daily today features three pages of news, including our Beauty & Wellness feature.

## CW partnership

CHEMIST Warehouse (CW) and virtual research provider ObvioHealth have entered into a partnership in a bid to give sponsors easier access to a wider pool of participants by driving awareness about trials in the chemist group's stores (PD Breaking News yesterday).

CW co-founder Jack Gance saw this initiative as a logical extension of the company's complete line of clinical health and provider services.

"Not only is this a win for trial sponsors but also for the participants - our customers - who will have access to trials they never knew existed," explained Gance.

"As a dependable health and wellness source, we are eager to educate our customers about new opportunities that might be relevant to their health."

In addition to CW's reach, where it stated it has seen 180 million customers every year across its 550+ outlets across Australia, there has been an increase in trial activity in recent years, which means "each of those customers is a potential trial participant".

ObvioHealth can also use CW's telehealth services, Instant Consult, for studies that require clinician assessments.

# Butler justifies 60-Day scripts' impact

FEDERAL Health Minister Mark Butler told a packed audience that 60-Day prescriptions is not the first time the Guild and a Labor Govt have disagreed on the way forward and won't be the last time.

Speaking at the Pharmacy Guild's Annual Parliamentary Dinner 2023 held in the Great Hall of Parliament House in Canberra on Tue night, Butler said the Guild had been "mad" about some of its decisions made over the past 12 months and that at times heated exchanges needed to take place.

"These are hard words, and those words were also spoken by Bob Hawke back in 1990 in an address to the pharmacy organisation then," Butler added.

"This has shown again and again that Labor is prepared to do what it takes to strengthen the PBS," he added, Evidence shows that the 60-Day scripts are delivering



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patient benefits while maintaining a strong and vibrant pharmacy sector, a sector that has grown in the six months since the policy was introduced, he remarked to an audience of politicians from all sides, Guild officials, members, and pharmacists (pictured).

Butler pointed out that in the two months since the 60-Day scripts came into effect in a "phased and measured way as expected for the first 100 medicines, 3% of scripts have been double dispensed, while 97% are single dispensed, with patient savings of almost \$5m".

The Health Minister explained that the Govt is "deeply committed to the objective" of delivering the 8th CPA by Mar next year (PD 15 Nov) however, he did caution that "these are big asks in any negotiating time and an even bigger ask in a shorter timeline".

"What will be delivered is an agreement in the next period that is in the spirit of engagement, a recognition of the priorities of the Govt, and of the pharmacy sector, and a willingness to sit down to seriously work through all those issues," he remarked.

"The Govt has elected to speak for Medicare and that means strengthening the PBS to reflect the

needs of today not for decades ago.

"Cheaper medicines, pharmacy profitability, sustainable govt spending, these are not ends in themselves," Butler commented.

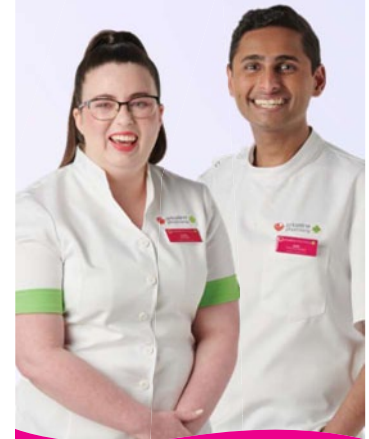
"They are a means to an end, and the end you know is patient benefit." JG



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www.apohealth.com.au

## Editor's Choice: Scrub off stains for a pain-free, bright smile

**POLISHED** London Hyaluronic Teeth Whitening Powder helps in combating stubborn stains without causing sensitivity.

Scrub off stains from tea, coffee, red wine, and smoking for a brighter, whiter, and healthier smile, says its manufacturer.

It is specifically created without the harmful abrasives and toxic chemicals found in most whitening products, it added.

The enamel-safe formula is enriched with nourishing ingredients like vitamins A, C, and E and uses hyaluronic acid to support gum and tissue hydration and aid saliva production, improving oral health.

Unlike market competitors, it's

peroxide-free meaning you can say goodbye to enamel sensitivity.

The powder is infused with calcium which claims to help protect customers' smiles by remineralising enamel to help rebuild the protective layer of their teeth.

To use the powder, dampen the toothbrush, dip the brush head into the powder (ensuring bristles are covered evenly) then brush teeth for two minutes.

Use the powder once daily for 14 days, reverting to three to four



times a week for maintenance, suggests its manufacturer.

Polished London Hyaluronic Teeth Whitening Powder retails for \$59.99.

## Sun-safe skin to love



**INIKA Organic** has launched a sunscreen that offers broad-spectrum protection with organic, natural ingredients.

Its rapid success can be attributed to its lightweight feel, non-greasy texture, and highly effective sun-blocking capabilities, catering to the growing demand for eco-friendly and skin-friendly sunscreen products, stated Inika.

Available in tinted and untinted shades, the Natural Sunscreen's hero ingredient is IBR-SolAge, which is a combination of pink algal and jojoba.

The combination claims to reduce the appearance of wrinkles and sunspots, help smooth skin texture and increase elasticity.

The product also contains mineral zinc oxide which helps shield skin from harmful UVA/UVB rays, helping to prevent sun-induced damage and premature skin ageing, added its manufacturer.

Inika has also relaunched its top sellers the Long Lash Mascara (RRP: \$49) and the Liquid Eyeliner (RRP: \$45).

The mascara and the eyeliner both have upgraded wands for a smoother and more accurate application of the vegan beauty brand's 100% natural products.

## Serum for clarity

**SWISSE** BHA 2% Clear Skin A.M. Balance Serum is a lightweight, fast-absorbing serum which contains an optimal combination of salicylic and mandelic acid to improve skin texture and clarity, and prevent breakouts.

It is also formulated with hyaluronic acid for added hydration benefits.

The Swisse serum retails for \$29.99, is co-developed with a dermatologist and is suitable for everyday use and for all skin types.



## Powder puff with precision to point the way

**THE** Real Techniques Miracle 2-in-1 Powder Puff is a multipurpose beauty tool designed to work seamlessly with powders, liquids, and creams.

This dual-sided puff aims to combine the best of both worlds.

The pink side of the puff features brand-new plush fibres that pick up and apply just the right amount of powder product and is suitable for setting customers' base or refreshing their makeup throughout the day.

The orange side is crafted from the brand's Miracle Complexion Sponge material, which helps effortlessly blend liquid or cream formulas, ensuring a smooth and even application.

The Miracle 2-in-1 Powder Puff boasts a precision two-point



application technique.

Use the flat edge of the puff to apply and cover, and the precision tip to conceal and blend, explains its manufacturer.

The Miracle 2-in-1 Powder Puff retails for \$18.99.

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## Dispensary Corner

**DON'T** expect Joan Collins to show up, but the California estate where Joe Biden and Xi Jinping met yesterday is perhaps best known as the setting of the 1980s TV soap opera 'Dynasty'.

Built in 1917, the Filoli Estate at Woodside near San Francisco played host to a landmark summit that aims to reduce the risk of conflict between the world's largest economies.

Every detail of the China-US talks at the brick mansion with its white porticos and lush gardens in the northern California foothills has been carefully choreographed for maximum diplomatic effect.

Biden and Xi will be hoping that despite its television pedigree, the Filoli Estate will prove to be a calm setting for the two leaders - with no cliffhangers and certainly no back stabbing.

The front steps where Biden shook hands with Xi can be seen in the swooping overhead aerial shot of the Carrington family's home in the opening titles of the much-watched 'Dynasty'.

The gilt-edged, frescoed ballroom where the Chinese and American delegations met was where Blake Carrington married his innocent secretary Krystle in the series premiere.



## "Misled the room": CAPS



**THE** Community and Pharmacy Support Group (CAPS), representing the independent pharmacy sector against the 60-Day Double Dispensing policy (60DD), has challenged Federal Health Minister Mark Butler's recent speech to the Pharmacy Guild in Canberra.

CAPS asserts that the minister "downplayed the detrimental effects of 60DD on both the industry and its patients and misled the room about the policy impact".

In response to Minister Butler's assertions, CAPS emphasises the critical issue of pharmacy viability, particularly in the context of small businesses that play a vital role in employing local communities and providing essential services.

The organisation argues that while the govt intended to alleviate the cost of living through 60DD, the reality on the ground tells a very different story.

Contrary to the promised savings for vulnerable community members, pharmacists report a misconception about 'two for the price of one' medicines, increased prices and heightened pressure on medicines already facing shortages.

The supposed benefits to patients are actually coming at the expense of community pharmacies struggling to adapt to the changes imposed by 60DD, stated CAPS.

Shadow Health Minister Senator

Anne Ruston (pictured below) echoed the sentiments shared by CAPS, representing their concerns.

She stated her support for cheaper prescription medicines but was critical of how the 60DD policy had been implemented.

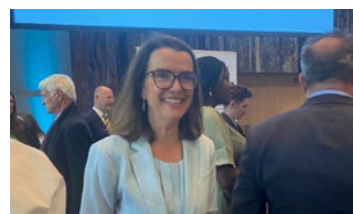
"But we do not support a policy which sees community pharmacies wear the entire cost of the 60DD policy," Ruston added.

"Frankly, the cost should be funded by the govt, especially if the govt intends to take credit for the policy," she asserted.

"Most of you are small businesses, and it's unreasonable to expect you alone to shoulder the burden of the change in dispensing costs," Ruston remarked.

CAPS spokesperson Christine Kelly said that Butler's comments were "out of touch".

"Butler spoke about pharmacies being in a good position as new ones are opening up, I think it's fair to say that the pharmacies opening had been ongoing projects that had been in the works prior to 60DD, today is a very different landscape." JG



## APC approval

**THE** Australian Pharmacy Council (APC) Board has approved the Accreditation Standards for Pharmacist Prescriber education programs.

APC was engaged by the Pharmacy Board of Australia (PharmBA) to develop these Accreditation Standards to complement PharmBA's previous work on pharmacist-led prescribing.

The organisation will now provide PharmBA with the Standards which signals the end of the year-long project.

From 20 Nov, education providers can apply to the APC to have their programs accredited against the organisation's standards.

APC Chair Associate Prof Sue Kirsasaid accreditation is a critical enabler for enhancing the safety and quality of healthcare expanding scope and improving access to medicines by the community.

"We are committed to supporting the growth and expansion of pharmacist roles whilst assuring safety and quality in pharmacy education.

"APC is now firmly recognised as a leader and expert in the development of accreditation standards," Kirsasaid.

"Our standards are evidence-based and ensure pharmacists who have completed an accredited program are competent to practise safely within their scope.

"We thank everyone who has contributed to the whole consultation process and APC looks forward to receiving applications from education providers," Kirsasaid.

Ask for more information **HERE**.