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with Vitamin C to aid absorption.*
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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 three pages of pharmacy news, including our Beauty & Wellness feature, plus full pages from:

- GS1
- Neat Feat

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Combat misinformation: FIP

PHARMACISTS should utilise their expertise to lead the “creation and execution of effective medicines information strategies, while establishing their role as a trusted partner and knowledge base for other healthcare practitioners as the primary resource for obtaining accurate and unbiased medicines information,” according to a new policy statement from the International Pharmaceutical Federation (FIP).

The update replaces a previous document released in 2017, and takes into account the increasing use of digital information sources including artificial intelligence.

Boyan Todorov, President of FIP’s Health and Medicines Information Section, also urged governments

around the world to regulate against medicines misinformation.

Todorov said the new policy puts “a stronger emphasis on the role of pharmacists to lead in this area”.

“For example, users of medicines can now find information through artificial intelligence platforms, but that information can be incorrect, with detrimental effects on health.

“In particular, pharmacists should give special attention to the use of printed or electronic information to reinforce spoken information provided,” Todorov added.

As part of the policy makeover FIP is calling for the establishment of medicines information centres operated by specialised pharmacists, with the full document available at fip.org. JG

Meets standards

GS1 Australia has technology that meets global standards which helps prevent counterfeit and falsified product distribution.

Learn more about how to incorporate this technology in your business on [page four](#).

Looking to purchase your 1st pharmacy But unsure of your finance options?

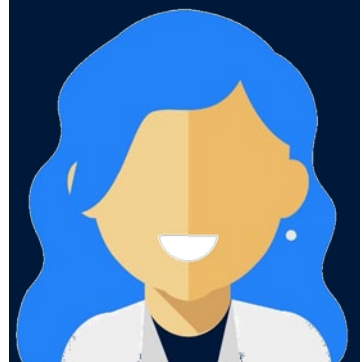
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White Coat Ceremonies usher in future



PHARMACY schools all around the country are hosting White Coat Ceremonies this month, welcoming student pharmacists to the profession.

One of the events (pictured) saw James Cook University’s first-year pharmacy students are wearing their white coats at the

annual Pharmacy Awards Evening and Welcome to the Profession Ceremony in Darwin.

The university said the ceremony marks a significant milestone for the first-year students as they receive their white coats and pledge an oath to uphold the profession’s values.

DRAW THE LINE... When it comes to over the counter medication



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www.apohealth.com.au

Editor's Choice: Swipe on-the-go to put a sparkle on teeth

AUSTRALIAN oral care brand, White Glo, has developed an on-the-go teeth whitening range that aims to deliver conveniently fast and easy results.

Its new, dentist-developed and approved Waterless Teeth Wipes claim to deliver a safe and gentle whitening effect wherever pharmacy customers are.

White Glo says it has worked with celebrity Australian dentist Dr Aodhan Docherty to create this new dental product.

White Glo's Waterless Teeth Wipes are a novel and convenient way to remove surface stains on teeth caused by age, and several foods and drinks.

Customers can open up the

individual sachet, slide the wipe onto their index finger, swipe it across their teeth, and reveal a fresh and bright smile.

With the convenience of 20 individually wrapped wipes stored in a small carry case, customers can take the wipes with them wherever they go and freshen up in seconds, says its manufacturer.

White Glo's Waterless Teeth Wipes retail for \$14.99 and have companion products.



Walk Your Worth event



STEP aside models; it's time for the silver screen starlets' turn to stomp the runway.

While we may not be seeing our favourite actresses take over every runway, the 6th annual 'Le Défilé L'Oréal Paris - Walk Your Worth' event was a special exception, showcasing the stunning looks of stars such as Andie MacDowell, Viola Davis and, of course, the ever graceful Helen Mirren.

The show was the first ever to be held directly under the Eiffel Tower by L'Oréal Paris.

Aligning with these passionate stars ensures that 'anti-ageing' is never the goal, putting ageing gracefully front and centre in the conversation around beauty, stated the global beauty brand.

And as Andie MacDowell so poetically put it, "confidence has no expiration date".

The focus on female empowerment is strong amongst the L'Oréal Paris brand.

With the iconic 'Because you're worth it' catchphrase translated into over 40 languages, L'Oréal says it unites women, and allows all pharmacy customers to embrace themselves as they truly are.

Sublime body butter!



WELEDA Regenerating Body Butter - Pomegranate boasts a cell-renewing formula with an antioxidative pomegranate extract that claims to firm and regenerate mature-aged skin.

Centella asiatica activates collagen production to improve skin elasticity, while organic shea butter leaves skin soft and hydrated for up to 12 hours.

The sublimely exotic fragrance of orange, davana and vanilla creates an indulgent pampering moment.

The body butter retails for \$35.95.

Leaves a killer high-voltage shine to all locks

THE mega-watt shine hair care collection by Cake Beauty will leave locks shiny with key cuticle smoothing and frizz-reducing ingredients.

The collection includes The Glow Up shampoo, The Shine On conditioner and The Glow Drop serum which adds softness to tresses with ingredients such as moonshine pracaxi oil, and green tea oil.

The products are gentle enough to remove dirt and build-up on hair while also working to detangle strands and tame flyaways.

Cake collection has a creamy texture and smells dreamy, says its manufacturer, and is rolling out in Priceline stores around the country soon.



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Dispensary Corner

CHAFING in space? Hopefully not, thanks to Prada which has undertaken to provide NASA astronauts with spacesuits that add both "increased flexibility" and "greater comfort" against the harsh lunar landscapes.

The luxury fashion house announced it will work alongside Axiom's Space Systems team to design and develop the new Axiom Extravehicular Mobility Unit spacesuit, ahead of the 2025 Artemis III Moon mission.

"The constantly forward-thinking ethos of Prada for humanity has broadened to the desire for adventure and to brave new horizons: space," said Prada Group's Marketing Director, Lorenzo Bertelli.

The next-generation spacesuits have been described as revolutionary and a "significant milestone" in space exploration, opening a new frontier for luxury fashion brands, with Bertelli saying, "the initiative celebrates innovation to advance human civilization".

Register for NMS now

PHARMACISTS and other industry stakeholders are being invited to register for the National Medicines Symposium (NMS) 2023, which is for the first time being hosted by the Australian Commission on Safety and Quality in Healthcare (ACSQH) (**PD 05 Jul**).

The event is scheduled to take place online on Wed 08 Nov, focusing on the future of medicines and sustainability, with a range of experts, policymakers and thought leaders from around the world presenting "on how appropriate use of medicines can contribute to a sustainable healthcare system".

Attendees will gain an insight into the impact of pharmaceutical waste and the role of medicines in contributing to greenhouse gases, and be able to "join the conversation on fostering a culture of sustainability within healthcare, ensuring quality patient care while reducing waste".

"In Australia, health care contributes close to 7% of our nation's greenhouse gases, with medicines being one of the largest contributors," according to the Commission, which noted that pharmaceutical waste can lead to environmental, human and animal

toxicities," ASCQH said.

The full program for the event is now available, with high profile speakers including Professor Paul Kelly, Chief Medical Officer from the Department of Health and Aged Care; Dr Nick Watts, NHS England's Chief Sustainability Officer; and Dr Kate Charlesworth, Senior Advisor Climate Risk and Net Zero Unit at the NSW Ministry of Health.

Consultant pharmacist Tim Perry will appear in a panel discussion on "what can be done to drive more appropriate prescribing in practice" alongside GP Dr Brett Montgomery from the University of Western Australia and Alexandra Barratt, Professor of Public Health at the University of Sydney.

Grace Wong from Pharmacists from the Environment Australia is also on a panel, while community pharmacist and UTS Professor in Indigenous Health, Faye McMillan AM, will speak on approaches to sustainable medicines management in Aboriginal Controlled Community Health Organisations.

The pharmacy-led Return of Unwanted Medicines (RUM) project is also on the agenda courtesy of pharmacist Toni Riley. **BP**

Registration is free - **CLICK HERE**.

Vancomycin not the answer

A CLINICAL trial, published today in the *New England Journal of Medicine* and led by Monash University researchers, has found that the addition of the antibiotic vancomycin after a knee surgery did not protect against infection and may have led to more infections and more adverse reactions for patients in Australia.

Current standard practice includes the administration of cefazolin at the time of surgery to prevent infection, however the rise in antibiotic resistant bacteria has led experts to consider adding a second antibiotic, such as vancomycin to prevent more infection.

Many centres in Australia and globally have adopted the practice of giving both cefazolin and vancomycin to prevent infections, despite the lack of clear benefits.

According to the study lead, Professor Trisha Peel, from the Monash University Central Clinical School, "given the number of joint replacements performed in Australia and globally, our trial has answered the important question about whether more antibiotics are better for our patients having joint replacement surgery.

"The definitive answer is 'no'," she said.

The Australian Surgical Antibiotic Prophylaxis trial looked at 4,239 patients without a MRSA history, in 11 hospitals, including regional and private hospitals in the country, finding the addition of vancomycin was no better than just using cefazolin.

REGISTER NOW AND SAVE

Use the code **FIRST200** to save **10%** off the early bird price. Hurry, offer ends soon!

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Fake Ozempic

THE European Medicines Agency has alerted patients and healthcare professionals to reports about falsified Ozempic pens, which have been identified at wholesalers in the EU and the UK.

The pens are labelled in German and originated from Austria and Germany, with no evidence at this stage that they have been dispensed to patients from legal pharmacies.



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Don't sweat it!

Australia and New Zealand's #1
selling preventive cream for chafing.
Developed by well-respected New Zealand Doctors



① Neat 3B Action Cream 75g & 100g

Use in skin folds and between the legs, breasts, and buttocks, perfect for people who carry extra weight, powerful in-built antiperspirant, may also help prevent fungal infections & keeps painful chafing at bay.

This cream is popular amongst sportspeople and workers on-the-go. It's easy to incorporate into your daily routine, and you can use it AM and PM for best results. Apply a small amount to your problem areas, and enjoy a soothing feeling almost immediately. Whether you jog every morning or simply live in an area with a warm climate, this emollient, lubricating lotion prevents the skin's surfaces from rubbing together and becoming painfully inflamed. No more chafing. No more friction. No more embarrassing itchiness at the most inopportune of moments! 3B is safe for the whole family, rewarding you with the fresh, itch-free skin you deserve.

② Neat 3B Extra Strength Sweat Rash & Chafing Cream

Sweat rashes and chafing aren't anything to be ashamed of. They happen to almost everyone at some point in our lives. But accepting that these issues are only natural doesn't take away from the stinging discomfort that comes with it. For some of us, standard sweat rash & chafing creams aren't strong enough to soothe or solve our sweat-related issues. That's why Neat 3B has come up with an extra strength action cream to power-up anti-perspiration and sweat rash prevention.

1. Perfect for active individuals
2. Prevents painful chafing and keeps sweat rash at bay
3. May also help prevent fungal infections

③ Neat 3B Body Powder 125g

The Neat Feat 3B Body Powder has been formulated to use in areas that rub together and aren't exposed to much fresh air, like between the thighs, breasts, and buttocks. A quick shake of this potent formulation on your skin, and the powder will immediately get to work to absorb excess moisture and reduce perspiration throughout the day and night.

1. Absorbs excess perspiration and soothes irritation
2. Formulated by doctors to prevent chafing
3. Perfect to use where the skin's surfaces rub together
4. May also help prevent minor infections
5. A strong alternative to creams or powders



Neat 3B Body Saver Cream

This is an extremely unique product, with an inbuilt skin protectant to aid in the healing process and solves the problem of Sweat Rash and Chafing. A problem that causes a lot of pain to the sufferer and can lead to nasty infections.

This product can be used as an all over the body antiperspirant due to the unique formulation. Can be used on sensitive skin.



Neat 3B Hand Saver Lotion

Neat 3B Hand Saver Lotion helps to prevent excessive hand perspiration.

Neat 3B hand Saver is the only hand antiperspirant on the market with Moisturising properties.

**PROTECTS
MOISTURISES
PROMOTES HAND HYGIENE**



Neat 3B Face Saver Gel

Warm, humid weather, physical exertion and situations of emotional stress, menopause may all trigger an excess of facial perspiration - Ideal for sports-active people - suitable for men & women.

Neat 3B Face Saver Gel is a lightweight gel formulation that acts as both a Primer and an antiperspirant for sunscreen and makeup to remain fresher for longer.



Neat 3B Foot Saver Roll-On

Get to the root of the problem with the world's first roll-on antiperspirant deodorant - for your feet! This doctor-developed roll-on deodorant prevents excess foot perspiration and embarrassing odours through the power of science.

Infused with powerful antiperspirant, antibacterial, and antifungal properties, this easy roll-on deodorant is formulated using potent yet gentle.