

# Move With Eze



Advanced  
**UltraMag®**  
Magnesium\*

**Ultra Muscleze®**  
Relieves muscle  
cramps and mild spasms^

Prescribe the right Ultra Muscleze® for your customers

Muscle tightness  
or cramps?^



**Ultra Muscleze®**

Contains well-absorbed UltraMag® magnesium to support muscle function and relaxation.

Low energy  
or endurance?^



**Ultra Muscleze®  
Energy**

Features Magnachel™, a readily bioavailable magnesium to relieve tiredness and fatigue plus B vitamins, vitamin C and coenzyme Q10 to support energy levels.

Restless sleep?^



**Ultra Muscleze®  
Night**

Contains well-absorbed UltraMag® magnesium to support muscle relaxation and healthy sleeping patterns when dietary intake is inadequate.

Cramping  
and spasms?^



**Ultra Muscleze®  
P5P**

Contains well-absorbed UltraMag® magnesium to relieve muscle cramps, mild spasms and supports energy levels.



**BioCeuticals™**

^when dietary intake is inadequate

Always read the label and follow the directions for use.

\*UltraMag® is a proprietary blend of highly bioavailable magnesium amino acid chelates.  
For support and prescribing information, contact 1300 650 455 or email [cs@bioceuticals.com.au](mailto:cs@bioceuticals.com.au)

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ME**



**Mag-Sup**  
High absorption magnesium

Pharmacy only.

50's PBS & RPBS Listed

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Always read the label and follow the directions for use.

## Today's issue of PD

*Pharmacy Daily* today features three pages of news, plus a front cover wrap from **BioCeuticals** and full pages from:

- TerryWhite Chemmart
- Neat Feat

## Offering choice

**THE** Bioceuticals range of products, which offers choice to customers when diet alone is inadequate, includes Ultra Muscleze to help relieve mild cramps and spasms.

See more on the **cover page**.

## Just a lot easier

**TERRYWHITE** Chemmart's infrastructure, processes, implementation, and follow through is better than others making it easier to focus on patient care, say its partners.

See more on **page four**.

## Vitura enters telehealth

**MEDICINAL** cannabis group Vitura Health has acquired telehealth services provider Doctors on Demand for \$25 million.

The deal forms part of Vitura's strategy to become a more diversified digital health outfit, reported *Business News Australia* last week.

The buyout of the Brisbane-based Doctors on Demand is expected to be completed on 26 Oct, bringing to Vitura a digital platform that services about 280k patients a year.

Doctors on Demand, which was founded in 2015 by Brisbane pharmacists John Martin and John Neilson, provides telehealth, healthcare and related services to patients through a network of more than 120 medical practitioners via video conferences.

Vitura sees growth prospects in the sector with the adoption of telehealth services partly being driven by cost-of-living pressures and the constrained availability of doctors.

The company is also looking at



boosting the service offering of the Doctors on Demand platform by providing patients access to purchase a range of medications following their consultations.

Under the acquisition agreement, Vitura is paying \$18.75 million in cash to shareholders of Doctors on Demand and \$6.25 million via the issue of 17.38 million Vitura shares priced at 35.96c each.

The cash component is being funded through existing reserves and a new debt facility of \$6.25 million provided by ANZ Bank. JG

## Listing expanded

**GENE** therapy medicine, Zolgensma (onasemnogene abeparvovec), has been expanded on the PBS to treat more infants with genetically diagnosed spinal muscular atrophy who are yet to show any symptoms.

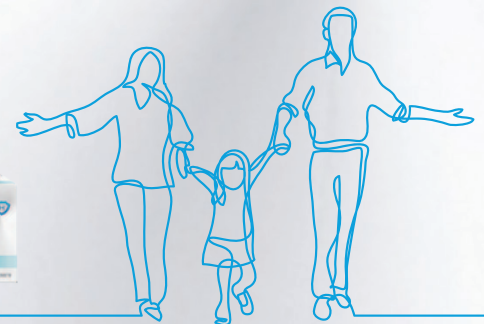
Zolgensma is a one-time-only dose of gene therapy that works by supplying a fully functioning copy of the gene needed to make an essential protein called 'Survival Motor Neuron' (SMN) and rescuing viable motor neurons.

This medication can stop the progression of spinal muscular atrophy and sustain the child's muscle function.

The PBS listing is now expanded to include infants up to nine months of age who have an SMN2 gene copy number of three.

About 15 children a year will be impacted by this life-changing listing.

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



## Affordable, quality healthcare supporting Australian families

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

Check out our website!





## National to lift engagement with Bolton

**NATIONAL** Pharmacies yesterday appointed Kimberley Bolton (**pictured**) as its General Manager Member and Customer Experience.



National Pharmacies CEO Vito Borrello said Bolton's experience in marketing, strategy, finance, and team operations would be instrumental in continuing the growth of member and customer experiences with the group.

"National Pharmacies' member and customer experience transformation initiatives will benefit immensely from Bolton's passion, skills, and experience," said Borrello.

"At National Pharmacies, we're about people - from our valued customers to our members, the communities we share, and the people we employ.

"Bolton's ability to engage, champion, and expand membership and customer experiences is an asset to our more than 65 National Pharmacies and optical stores

operating in SA, Vic, and NSW."

Bolton commented that National Pharmacies is an iconic brand with a loyal membership and, "I look forward to delivering new and unique experiences for our members, customers, and the communities our stores are an integral part of".

Bolton has spent the past 15 years managing member and customer experience at the Royal Automobile Association.

She is a member and Certified Practising Marketer of the Australian Marketing Institute, an alumni of the Saïd Business School, University of Oxford, and a Certified Practising Accountant and member with CPA Australia.

## Guild's new Exec Director

**THE** Pharmacy Guild of Australia has appointed Gerard Benedet (**pictured**) as Executive Director following an Australia-wide search (**PD** Breaking News yesterday).

Benedet has served as the Pharmacy Guild's Qld Branch Director since Oct 2019 and has worked closely with Premier Anastacia Palaszczuk and the Qld Labor Govt to develop and implement nation-leading reforms to primary healthcare, including the North Queensland Scope of Practice Pilot, the Community Pharmacy UTI Health Service, and the Free Flu Vaccination Program.

He has also led the Guild's response to the COVID pandemic in Qld, which was the first state to allow community pharmacists to administer COVID vaccines and the first state to conduct school-based COVID vaccine outreach.

Prior to joining the Guild, he had held senior roles at News Corp Australia, Careers Australia, and the National Rugby League, which culminated in the successful realisation of Rugby League Central and its associated hall of fame and education centre, via a grant from the then Infrastructure Minister, Anthony Albanese.

Benedet was also Chief of Staff to the Leader of the Opposition in Queensland, Chief of Staff to the Queensland Treasurer, and National Director of not-for-profit advocacy organisation Advance Australia.

National President Prof Trent Twomey commented that Benedet "gets things done".

"Over the last four years, he has shown a unique ability to work side



by side with Govt to deliver better care for patients, in a way that secures the long-term viability of community pharmacy.

"As we continue negotiations for an 8th Community Pharmacy Agreement, Gerard's strategic vision and extensive knowledge of the public sector and community pharmacy agenda will be a tremendous asset for the Guild, and the six thousand community pharmacies we represent."

Benedet said his four years as Qld Branch Director has been "immensely rewarding."

"I look forward to advocating on behalf of community pharmacy across the country to help unlock more opportunities to support Australia's world-class health system," he added.

Benedet is a Graduate of the Australian Institute of Company Directors with degrees in Commerce and International Studies. *JG*

## Seeking a Customer Success Manager – NostraData

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## Dispensary Corner

**THE** makers of a gruesome new video game are promoting its release with a prize giveaway of a "custom liquid-cooled PC infused with real human blood".

However there's a catch: Blizzard's Special Edition desktop (pictured) will only be offered if fans donate at least 666 quarts (630 litres) of blood. The game in question is called *Diablo IV Season of Blood*, with US gamers encouraged to visit hospital blood donation centres to help achieve the target.

It's unclear whether the prize PC's human blood is part of a special cooling loop or simply infused into the paint pigment, with the computer coming with a "signature Diablo red/black colour palette with custom Season of Blood graphics".

So far about 31% of the targeted blood donations have been received, with a deadline of 20 Nov for the sweepstakes to go live.

Along the way there are interim milestones at 220 quarts and 440 quarts, at which points participants will receive some in-game rewards in the form of "weapon cosmetics" - also featuring bloody highlights.



## FIP sets up expertise hub

A CENTRE of pharmaceutical excellence was launched by the International Pharmaceutical Federation (FIP) yesterday in the South-East Asian region.

The FIP-UNESCO-UNITWIN centre for excellence aims to promote an integrated system of pharmacy research, teaching and training, as well as community engagement and communication.

Seven universities from five of the 11 countries in the World Health Organization's (WHO) South-East Asia region (Bangladesh, India, Indonesia, Nepal, Thailand) are the founding members of the centre.

Further, FIP plans to have centres of excellence in each WHO region by next year.

"This centre for excellence brings together pharmacy education experts and resources in the region to advance the transformation of pharmaceutical education inspired by the FIP-UNITWIN regional roadmaps on pharmaceutical education and aligned with the FIP development goals," said Dr Ranjani Shakya, of Kathmandu University, Nepal, and lead of the new South East Asia centre.

FIP CEO Dr Catherine Duggan said that the second FIP-UNESCO-



UNITWIN centre for excellence leverages the achievements and expertise gained from the FIP-UNITWIN Network and its distinguished centre for excellence in Africa.

"The ultimate aim is to support pharmaceutical educational institutions to deliver a workforce able to meet the world's needs," Duggan added.

"Our regional approach recognises that one size does not fit all for pharmaceutical education transformation because of the diverse needs and systems across different countries and regions.

"We welcome academic institutions from other countries in the region to join the centre." JG

## Guild Update

### Unleashing your potential

**NEVER** before has it been more important to take advantage of an untapped business opportunity.

The Pharmacy Guild of Australia is hosting a webinar on 'Maximising your Pharmacy's Business Potential' on 01 Nov at 7pm AEDT via Zoom.

The webinar is being conducted through the Guild's Pharmacy Business and Career Network (PBCN).

Industry experts such as The Platform Alliance Group, Meridian Lawyers and Digital Armour will help you to identify opportunities to maximise your pharmacy's potential, especially in the current challenging environment.

The PBCN webinar will also explore ways to harness artificial intelligence, refresh your business structure and assess your legal obligations.

It will be divided into three different segments:

- Converse and Conquer - Harnessing the ChatGPT Revolution;
- Don't Forget Rules and Regulations!; and
- Getting Your Pharmacy's Business Model Right.

The session will run for 90 minutes and best of all it's free!

But you will need to register for this important webinar by clicking [HERE](#).

With so much going on in the world of pharmacy, can you afford to miss this opportunity for your community pharmacy?

## Get your own copy of Pharmacy Daily



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“ Five years ago I was looking for a partner that had proven themselves over the years, and I needed a brand that was prominent and differentiated from other pharmacy brands. TWC ticked all the boxes.

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The infrastructure at TWC is better than any other group that I've been with, but it's more than that, it's the follow-up, implementation, and dedication of the support team to follow everything through. The health programs are great, enabling us to access new clinical services. The vaccination support couldn't be better.

I'm feeling very confident about what the future holds. ”

**Chris Theodore**

TWC North Brighton, VIC, joined in 2019



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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.