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Today's issue of PD

Pharmacy Daily today features four pages of news, including our **Beauty & Wellness** feature, plus a full page from **E45**.

Only in pharmacy

E45 cream for sensitive skin has been dermatologically tested to help reduce dry skin conditions such as mild eczema and dermatitis.
See more on the **back page**.

Power of stories

VIATRIS Australia has launched a new Visionary Voices campaign aiming to highlight the unique stories of Australians who see healthcare not as it is, but as it should be.

Country Manager Sylvain Vigneault explained that "Viatris is unique due to our differentiated portfolio that allows us to speak with patients and healthcare professionals across therapeutic areas, sectors and locations".

"From this vantage point, we have the ability to touch all of life's moments, from birth onwards, as well as acute conditions to chronic diseases.

"We put the person at the centre of their own unique health journey," Vigneault said.

Alicia Campagnolo, Communications Manager, ANZ, said, "the Visionary Voices campaign aims to shine a light on these inspirational stories and celebrates our partnerships".

At the heart of the initiative are impactful personal stories to help individuals to connect.

PAG recognises its best



THE Platform Alliance Group (PAG) hosted 250 delegates at their Member Summit last week to help members prepare for challenging times ahead.

The group brought together all Advantage, Alliance, Chemist Discount Centre and Catalyst members, as well as its supplier sponsors, at the iconic National Wine Centre of Australia in Adelaide, to network and hear from industry thought leaders about the future of pharmacy.

Keynote speakers included pharmacy leaders Trent Twomey, Dave Wild, Paul Cross, Natalie Sirianni, Frank Sirianni, Sonia McDonald, Gal Shvitiel and Dennis Bastas who shared their insights and perspectives to help navigate industry uncertainty.

PAG CEO Dave Fenlon wrapped up the event saying, "we are really pleased to bring together owners and managers from across the PAG network and allow them to step out of the day-to-day operations of their pharmacy.

"We covered a lot over three days from economic headwinds and tailwinds, patient and consumer trends, and initiatives to mitigate 60DD impacts.

"We also outlined our consumer-led strategies for each of our pharmacy brands and our technology roadmap to better support pharmacies and patients."

PAG also recognised excellence for its group members at the inaugural Summit Awards.

The award winners by category include Retail Manager of the Year awarded to four talented professionals Bec Farquharson from Advantage Pharmacy High Wycombe, Amanda Parker-Perry from Doc's Newcastle, Inverell Pharmacy's Alicia Bussell, and Christine McFarlane from Chemist Discount Centre, Wallan.

The Pharmacist of the Year awards went to several healthcare professionals including Michael Allen from Advantage Pharmacy Toogoolawah, Akash Mehta from Old Bar Pharmacy, and the dynamic trio Ashleigh Rees, Dave Rees, and Carolyn Girdle from Shortis & Timmins Pharmacy, and last but not least Gary Khoo from Chemist Discount Centre.

The Pharmacy of the Year Awards were awarded to three top stores - Campbellfield Pharmacy, Advantage Pharmacy High Wycombe, and Narromine Pharmacy.

With the prestigious and overall top prize, the PAG Pharmacy of the Year awarded to Chemist Discount Centre Bendigo.



Pictured (L-R): Steven Kastrinakis, PAG Founder and pharmacist; Brianne Shephard, PAG Regional Manager NSW/ACT; Amanda Parker-Perry, Retail Manager; and Dave Fenlon, PAG CEO.

'Masking' at work

NEURODIVERGENT workers and those with autism, feel under pressure to conceal their true selves at work, at a cost to their mental health, according to a new UK research study.

Adults with autism were found to be 'masking' in the workplace, concealing their traits during social interactions, usually to avoid judgement by others.
See more **HERE**.


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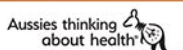


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Report calls for national eczema plan

UP TO three million Australians, including one in three children aged six years or younger, are afflicted by eczema which causes severe pain, distress and sleep disruption.

Those were the findings of 'The Burden of Eczema - Evidence for a National Strategy', a major report launched by Eczema Support Australia with input from a multidisciplinary group representing nurses, psychologists and GPs and supported by the Australasian College of Dermatologists.

Eczema Support Australia says it costs the economy \$4 billion per year and is calling for a national strategy to "prevent Australians from being lost in a treatment maze".

Eczema Support Australia Managing Director, Melanie Funk (pictured), said she has experienced the issues first-hand and that the report should act as an "SOS call to Government to establish a National Eczema Strategy".

"As a mum with twin boys

diagnosed with eczema 14 years ago, it was shocking to me how little support and patient education there was, made all the worse because eczema never sleeps - so neither does anyone dealing with eczema," she said.

"For a condition that is so common and requires such a high level of self-management, it is truly shocking there isn't more support and education, and so many are lost in a treatment maze."

Dr Adriene Lee, President of the Australasian College of Dermatologists said, "a coordinated response will go a long way to ensuring all Australians with this condition have optimal and equitable access to treatment and care, which is why the College has no hesitation in supporting this report - and the evidence for a National Eczema Strategy".

The report includes a 10-point list for a National Eczema Strategy to address starting with standardising the care of Australians with eczema



so those impacted receive the right medicine and services, including psychological support, at the right time, regardless of where they live.

Other areas to address include countering 'steroid phobia' to prevent the underuse of corticosteroid therapy which leads to unnecessary eczema flare-ups, and ensuring all Australians with eczema benefit from timely access to treatment.

Further, increasing health literacy for those affected, funding patient support services, bolstering dermatology training in general practice, addressing a nationwide shortage of dermatologists, and establishing an eczema registry.

See the full paper, [HERE](#).

Loneliness help

WITH a lack of social connection having the potential to increase a person's risk of premature death as much as smoking up to 15 cigarettes per day, Hornsby Local Government Area has created a new solution to battle loneliness.

The northern Sydney council has created the Hornsby Village Hub to connect older residents of the area.

Through free membership, older Australians get access to community events, social and cultural activities, healthy ageing workshops and are supported to create new community-led groups.

Anyone aged 55 years or over (or aged over 50 years for Aboriginal and/or Torres Strait Islander people) living or working in the Hornsby LGA is invited to become a Hornsby Village Hub member.

To learn more, [CLICK HERE](#).



CommBank Pharmacy Insights

In partnership with UTS and IQVIA

[Read Here](#)

Editor's choice: mess-free stick duo for today's man on the go

SHAKEUP Cosmetics has unveiled its Skin Stix Duo, catering to the contemporary man's lifestyle with a mess-free skincare routine.

The Skin Stix Duo aims to offer an uncomplicated and high-impact skincare regimen with products, Hydrate in a Hurry and You Do the Mask.

The Hydrate in a Hurry product is a rapid-action hydrating stick.

This instant moisture booster rejuvenates the skin, effectively combating dryness and fatigue.

You Do the Mask is a multi-tasking formula in stick form featuring an applicator, which allows customers to 'draw on' the mask without the need for dirtying fingers.

Mess-free and fuss-free, this formulation deep cleanses and revitalises the skin, tackling clogged pores with ease.

Beyond its convenience, the Skin Stix Duo claims to have eco-consciousness at its core by being vegan, cruelty-free, and using sustainable practices.

The Shakeup Cosmetics Skin Stix Duo pack is retailing for \$64.99.



Lauder to step down



LEONARD A. Lauder, the billionaire head of the Estée Lauder Companies cosmetics fortune, will be stepping down from the company's Board of directors in Nov of this year.

The 90-year-old's son, William Lauder, is currently the Executive Chairman of the Board, while his other son, Gary Lauder, serves as the Managing Director of Lauder Partners LLC, a US-based venture capital firm.

Gary will take over his father's role once he vacates, while Leonard will remain Chairman Emeritus of the Board.

"As Chairman Emeritus of the company, I'm looking forward to continuing my work as an advisor and 'chief teaching officer,' serving what I believe to be the best company in the world", Leonard said in an internal memo.

He first started working at Estee Lauder in 1958 and has held multiple senior positions, including President and CEO, Chairman of the Board and finally, Chairman Emeritus for the company.

The Lauder family has a 35% stake in the company.

Less painful brushing

THE WetBrush Pro Glistening Glamour Detangling Kit includes a Pro Detangler, Flex Dry and Keychain Detangler.

Brush with the Pro Detangler for over 45% less breakage, dry faster with Flex Dry and detangle on the go with Keychain Detangler.

Detangle with less pain, effort and breakage with these brushes. The kit retails for \$47.



Tradition meets science in bioactive range



BUDERIM BioActive Ginger is an effective anti-nausea aid that helps calm the stomach and gives relief from motion sickness.

Key ingredient *Zingiber officinale* (ginger) has been proven to be effective over centuries of use.

The range also uses only Australian ginger and juices

with no additives or synthetic ingredients, says its manufacturer.

The Buderim BioActive Ginger range is enriched with vitamins, minerals, prebiotic dietary fibre and Australian-grown probiotics.

The range that includes Bear Gummies, capsules and shots, retails for \$5.95 to \$34.95.

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Dispensary Corner

BRITISH MPs have expressed outrage after discovering that some of the country's hospitals are able to treat obese patients only on the ground floor over fears that the floors made of crumbling concrete might collapse.

The unnamed medical facilities were described in an article in *The Times*, where Labour MP Meg Hillier commented that the findings were "jaw-dropping".

"In one hospital, staff can carry out roof maintenance only if they and their tools are a certain weight...heavy patients must be treated on the ground floor because the combined weight with equipment is too heavy to be safe," she wrote.

The issues surround the use of RAAC or Reinforced Autoclaved Aerated Concrete, a lightweight building material which was used in the 1980s and 1990s.

The UK Government has confirmed RAAC is present in buildings at 34 hospitals across the country, pledging that seven of the worst affected will be upgraded by 2030.

Unions blamed the "perilous state" of the facilities on "years of budget cuts" which have caused the postponement of upgrade plans.

RAAC is less dense than traditional concrete because its manufacturing makes it "bubbly", with some engineers describing the material as "somewhat like an Aero bar".

Officials say they believe the current monitoring of the buildings remains appropriate.

Medicinal cannabis trial is promising

ASX-LISTED Little Green Pharma Limited has hailed the initial results of a new Australian clinical study which has found the use of medicinal cannabis led to significant improvements on patient quality of life.

The Quality of Life Evaluation Study (QUEST) Initiative shows "very strong evidence of clinically meaningful improvements" for those suffering health-related quality of life and fatigue issues, with the peer-reviewed findings published this morning in the open-access *PLOS ONE* journal.

QUEST is one of the world's largest longitudinal clinical studies on medicinal cannabis, with the research supported by Little Green Pharma and led by the University of Sydney.

Adult patients in Australia who were newly prescribed medicinal cannabis for health conditions such as chronic pain, fatigue, sleep, depression and anxiety between Nov 2020 and Dec 2021 were invited to participate in the study.

A total of 2,327 people aged between 18 and 97 years participated, with 63% of them being female and patients recruited across six states by 120



independent doctors.

The most common conditions being treated were chronic pain (69%), sleep disorders (23%), anxiety (22%) and anxiety/depression (11%), with half of the patients being treated for more than one condition.

The results from the first three months of patients using medicinal cannabis found very strong evidence of clinically meaningful

improvements in health-related quality of life and fatigue across all health conditions assessed.

Good results were reported for pain, moderate-to-severe anxiety and depression, however the three month results for those patients assessed for sleep disorders found no change despite very strong evidence of statistical improvement in feelings of fatigue.

The study was supported by not-for-profit private health insurance provider Health Insurance Fund of Australia and guided by an experienced advisory group, with the next step involving analysis of 12-month results to see if improvements are maintained over the longer term.

A range of national bodies endorsed the project such as MS Research Australia, Chronic Pain Australia, Arthritis Australia and Epilepsy Australia.

Little Green Pharma Head of Research & Innovation, Dr Leon Warne, said the initial results were highly encouraging.

"As well as the medical benefits to patients, this study was able to provide access to experienced providers and more affordable medication," he said.

Fake drug alert

THE World Health Organization has issued a Medical Product Alert relating to a fake batch of Defitelio (defibrotide sodium) which was detected in India and Turkiye in recent months in falsified packaging.

The medication is indicated for the treatment of severe hepatic veno-occlusive disease in haematopoietic stem-cell transplantation therapy.

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