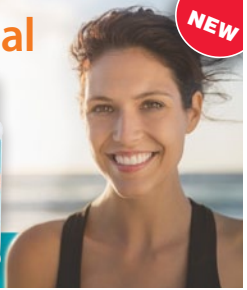


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## Today's issue of PD

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

## 3rd most trusted

THE latest Governance Institute of Australia Ethics Index found pharmacists are included in the top three most-trusted professions, after firefighters and ambulance service workers.

Overall, GPs who don't bulk-bill were seen as somewhat unethical by the public.

The number of people who said ethics was important in society has risen to an all-time high, due to an increase among Gen Xers and Millennials, this fell for Baby Boomers.

Unsurprisingly, politicians at all levels and real estate agents were in the top five of least trusted professions.

# Sweeping control on vapes & tobacco

THE Australian Government has introduced to Parliament a "new generation of world-leading tobacco-control legislation".

If passed, the legislation includes sweeping tobacco and vape controls.

Proposed changes include updating and improving graphic warnings on packaging; extending warnings to individual cigarettes; standardising the size of tobacco packets and products; preventing the use of specified additives in tobacco products like menthols; and standardising the design and look of filters.

In addition, the legislation states it would limit the use of appealing names that imply reduced harm; and require health promotion inserts in packs and pouches.

Plus, the legislation looks to improve transparency of tobacco sales volumes, product contents, and advertising and promotional activities, as well as capturing vapes in advertising restrictions.

The Dept of Health stated the



new law will take effect from 01 Apr 2024, giving the industry a year to comply with requirements, and retailers given a further three months.

These reforms complement the Government's commitment to stamp out vaping, it stated.

Commenting on a TGA consultation paper put out to the industry this week, therapeutic vaping products manufacturer From the Fields Pharmaceutical CEO Wilhelm David said, "the Gov't's intention around the future role of therapeutic vaping is affirmed and clear".

"Therapeutic-approved vaping products can only be doctor-prescribed and distributed by pharmacies in Australia.

"We welcome the direction, and support our national public health policy, where therapeutic vaping has a genuine and growing role to play in driving adult smoking rates down to 5% by 2030," David said.

"But these measures must be complemented by ongoing action and commitment, to dramatically boost numbers of GPs to prescribe therapeutic vapes, if the black market is to be broken up."

With the paper setting out that single-use vapes would be banned, with minimal flavours available, David commented, "stopping doctors prescribing disposable vapes to our elderly or restricting access to appropriate disposable vape products seems counterproductive to achieving the Federal Government's goals".

"There should also be a wider selection of simple flavours." JG



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## World Pharmacists Day

THE Pharmaceutical Society of Australia (PSA) has today launched its World Pharmacists Day campaign - marking the international date of 25 Sep - which will be further highlighted at the International Pharmaceutical Federation (FIP) World Congress, in Brisbane later this month.

This year's theme 'Pharmacy Strengthening Health Systems' highlights the critical role pharmacists play in supporting medicine safety, improving patient outcomes, and ensuring timely access to care.

PSA National President Dr Fei Sim emphasised the significance of this year's theme.

"In the lead-up to World Pharmacists Day, and considering the recent health policy changes affecting our profession, the PSA is highlighting the full scope in which pharmacists practise, and the significant role we play as custodians of medicine safety. "The role of pharmacists has

expanded significantly in recent years, from delivering a wider range of vaccines to the extended supply of oral contraceptives and pharmacist-initiated treatment for urinary tract infections," Sim said.

"This World Pharmacists Day, we are acknowledging the vital role of pharmacists in improving patients' access to care and as the custodians of medicine safety and the significant impact we have on the broader health system."

As part of the FIP World Congress, PSA will showcase Australian pharmacy, with a focus on pharmacists' role in the quality use of medicines including complex medication reviews, the impact of First Nations pharmacists, mental health services, and UTI prescribing trials and initiatives in the host state of Queensland, as well as New South Wales and Western Australia.

Pharmacists around Australia are invited to participate in World Pharmacists Day with a range of resources available, [HERE](#). *JG*

## Pharmacy Forecast preview at Parliament



**YESTERDAY**, hospital pharmacy was out in force at Parliament House as Society of Hospital Pharmacists of Australia (SHPA) members presented a special preview of the *Pharmacy Forecast Australia 2023* report.

The report will be formally launched at the FIP Congress in Brisbane on World Pharmacists Day on 25 Sep.

In attendance were several government representatives including Dr Mike Freeland MP, representing Federal Health Minister Mark Butler, and Senator Anne Ruston.

At the hour-long event, SHPA President Tom Simpson and

Chief Executive Kristin Michaels, alongside Pharmacy Forecast Advisory Committee Chair Russell Levy and members Melissa Faehrmann and Libby McCourt, talked through some of the challenges and opportunities that will shape hospital pharmacy in Australia over the next five years.

SHPA Chief Operating Officer Nick Sharp-Paul and Head of Policy and Advocacy Jerry Yik were also in attendance.

**Pictured:** SHPA representatives - Russell Levy, Melissa Faehrmann, SHPA President Tom Simpson, SHPA CEO Kristin Michaels, Libby McCourt, Jerry Yik and Nick Sharp-Paul.



## CommBank Pharmacy Insights

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## Raven's salary guide's key findings

**RAVEN'S** Recruitment has recently launched its sixth edition of the *Pharmacy Salary and Market Report 2023*.

For the first time, in this edition Raven's has included charts of the yearly comparison data of average pay rates for four key job titles from 2018 to 2023.

The report found that the profession has continued to face shortages with challenges in filling vacant roles, predominantly in the permanent sector.

As such, many pharmacies, particularly those in rural areas are continuing to rely on locums to ensure sufficient coverage.

Inflation and a tight candidate market are putting salaries under pressure and pharmacies are pulling out all the stops to compete for talent and retain existing workers, the report states.

To ease the pressure, many employers have been considering candidates based on their potential, and investing in internal training



and professional development.

Salaries too are continuing to trend upward this year, with many employers reviewing and increasing their current remuneration offerings in order to remain competitive and retain staff.

Locum pharmacist wages have continued to soar over the last 12 months, as pharmacists decide that the increased rates on offer were more attractive than opting for the stability of permanent work, showed the report.

The number of vacant roles, as well as the time taken to fill

them, has again increased this year across both metropolitan and regional pharmacies, with a marked shortage in the pharmacy workforce talent pool, the Raven's report has found.

Now, more than two years on from the pandemic, skilled migration routes have started to open, but lengthy delays in the time taken to process visa applications have meant this has done little to ease the current shortages.

Flexibility and work-life balance have again been prominent issues this past year, and more pharmacists than ever are seeking part-time work hours rather than the traditional 40-hour-plus work week; employers who are willing to consider this are finding it easier to attract talent, Raven's explained.

Overwork and burnout remain a problem, but the aftereffects of the pandemic have inspired many employers to invest more in mental health than ever before.

Download the report [HERE](#). *JG*

## Raise grasp of AF

A SURVEY sponsored by health promotion charity hearts4heart has revealed alarming gaps in atrial fibrillation (AF) awareness among Australian adults, prompting urgent calls from clinicians, politicians, patients, and carers, for heightened education and awareness campaigns to tackle this critical issue head-on.

The report provided an in-depth look at respondents' understanding of AF symptoms, revealing a stark reality.

Around half of the adult population, have limited knowledge of AF with only 16% or approx. 3.3 million are aware of the condition, but unfamiliar with the symptoms it entails, and 33% or about 6.7 million are completely unaware of the condition.

Only 7% or around 1.4 million individuals, could correctly identify all AF symptoms.

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## Editor's choice: boosts healthy ageing with epigenetics research

**THE** Australian wellness brand, Biogeny, has launched its reformulated dietary supplement Synext, for busy consumers looking to invest in their health in more ways than one.

Synext aims to promote healthy ageing, and supports a variety of functions in the body, including relieving inflammation, energy generation, cardiovascular health and blood capillary health.

The new formula is informed by recent findings in epigenetics, an area of study that explores how our behaviours and environment can cause changes that affect the way genes work.

Infused with key ingredients from its first formula, including

resveratrol, curcumin, coenzyme Q10 and quercetin, Synext now has two new active ingredients which have antioxidant properties, and help build muscle and improve body-fat composition.

The formula also incorporates selenomethionine and zinc glycinate, which the manufacturer says interacts with other Synext ingredients



to enhance gene protection and repair, optimises gene methylation and reduces one's epigenetic age, a key indicator of long-term health. Synext retails from \$129.

## Paullie on the shelves



**ANNA** Paul, the 24-year-old *TikTok* star who boasts 7.2 million followers on the app, has released a video revealing her new skincare line, Paullie, a range that has been in the works for over a year.

Paullie hit shelves this week, and all the products will be priced under \$30.

The brand's debut includes four products - the Calm Cleanser, Reset Hydrating Serum, Daydream Moisturiser and the Take Time Clay Mask.

Each of these products will be available to purchase separately or as part of a set, and are intended to take the guesswork out of building a perfect skincare routine.

Throughout her time on social media, Paul has always been candid about her skincare struggles, showing her acne and openly talking about the effect it has had on her.

"I've been using and testing these products for over a year now and the difference they have made on my skin has been incredible, and I can't wait to show you everything."

"We have opened the waitlist on paullie.com, where you'll get early access, if you're interested, but just reading this here means the world to me," she posted on *Instagram*.

## No to cracked heels

**DU'IT** Foot & Heel Plus Dry Skin Foot Cream is an intensive solution for dry, cracked heels, with visible effects in just one day.

It contains 25% urea to repair and reduce cracked, dry heels.

Clinically and dermatologically tested, this balm effectively rehydrates, softens, and shields feet, aiming to leave them soft, smooth, and healthy.

Du'it Foot & Heel Plus Dry Skin Foot Cream retails from \$15.95.



## Swisse Krill Oil backed by evidence now on ARTG

**SWISSE** Ultiboost High Strength Krill Oil has successfully accessed the AUST L(A) pathway.

The product is now formally listed in the ARTG as AUST L(A) 417392.

The successful use of the AUST L(A) pathway is the outcome of a collaboration between Swisse and CSIRO, Australia's national science agency, highlighting the vitamin and mineral supplements supplier's dedication to providing, it claims, research-backed products to consumers.

Swisse says it "adheres to the highest quality standards, and helps consumers understand the complementary medicines space, through education on specific indications".

Unlike listed medicines, the AUST L(A) pathway requires a premarket



assessment of evidence.

As such, a clinical trial published in the *American Journal of Clinical Nutrition* demonstrated that Swisse Ultiboost High Strength Krill Oil (RRP: \$35.99) was effective in improving knee pain, stiffness, and physical function in individuals with mild-to-moderate knee osteoarthritis.

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## Dispensary Corner

A YOGA class was mistaken for a “ritual mass murder” scene after members of the public saw several people lying on the floor and reported it to the police.

Five police cars descended on the North Sea Observatory in Chapel St Leonards, Lincolnshire, last week, BBC has reported.

Yoga teacher Millie Laws said she was teaching seven students, inside a building, when she saw two dog walkers peering closely through the glass window during the Shavasana or relaxation stage of the class.

“They’re [students] laying down with eyes closed and blankets over them.

“It’s very dark in there.

“I didn’t know until after we left that these people phoned in saying that there was a mass murder; they were wearing a robe, walking over all of the people, and it must have looked like some kind of ritual, with people on the floor dead.”

Lincolnshire Police confirmed everyone was safe, and the call was made with “good intentions”.

## Superbug-slayer in trial

RESEARCHERS have invented a nano-thin, superbug-slaying material that could one day be integrated into wound dressings and implants to prevent or heal bacterial infections.

In advanced clinical trials, the material is effective against a broad range of drug-resistant bacterial cells, including ‘golden staph’, commonly referred to as superbugs, the researchers found.

Antibiotic resistance is a known major global health threat which is claimed to cause about 700,000 deaths annually, a figure which could rise to 10m deaths a year by 2050 without the development of new antibacterial therapies.

The new study led by RMIT University and the University of South Australia (UniSA) tested black phosphorus-based nanotechnology as an advanced infection treatment and wound healing therapeutic.

Results published in *Advanced Therapeutics*, HERE, showed it treated infections, killing over 99% of bacteria, without damaging other cells in biological models.

The treatment achieved comparable results to an antibiotic in eliminating infection and accelerated healing, with wounds

closing by 80% over seven days.

The superbug-killing nanotechnology developed by RMIT was rigorously tested in pre-clinical trials by wound-healing experts at UniSA.

RMIT has sought patent protection for the black phosphorus flakes including its use in wound healing formulations, such as gels.

RMIT co-lead researcher, Prof Sumeet Walia, explained that the study showed how the nano-thin material provided rapid antimicrobial action, then self-decomposed after the threat of infection had been eliminated.

“The beauty of our innovation is that it is not simply a coating - it can actually be integrated into common materials that devices are made of, as well as plastic and gels, to make them antimicrobial,” said Walia from the RMIT’s School of Engineering.

A previous study led by RMIT revealed that black phosphorus was effective at killing microbes when spread in nano-thin layers on surfaces used to make wound dressings and implants such as cotton and titanium, or integrated into plastics used in medical instruments. JG

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