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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.

Market survey

PHARMACY business broker Attain Pharmacy has launched its *Market Sentiment Survey - Feb 2024*.

The short survey of 12 multi-choice questions can be completed by pharmacists interested in buying a pharmacy or who currently own a pharmacy.

Attain will again be donating \$10 to the Pharmacists' Support Service for every survey response received.

See the survey [HERE](#).

Single vaping law coming

A SINGLE law for vaping products across all states and territories will shortly be introduced through the Australian Parliament.

Federal Health Minister Mark Butler told the ABC yesterday, "I'll introduce it over coming weeks".

"Let me just say there will be still one legal pathway to get a vape in Australia," he added.

"They'll be required to have prescribed concentrations of nicotine, and they'll only be able to be sold through a pharmacy - not these vape stores or convenience stores - dispensed by a pharmacist, on a prescription by a doctor.

"So, if you're a hardened smoker, and you have a genuine therapeutic need for this, there will still be a way to get it, from your local pharmacy."

Butler said vapes that come into the country will have to have a permit from the Office of Drug Control, and there will be "none of this recreational vaping".

"There will be some legal ability to get a vape, but we intend to introduce the laws to the Parliament in the coming few weeks, and I hope to have them passed in the next few months."

Butler warned people in the

illegal vape products supply chain, "we're sending a very clear signal through to the vape stores: your business model is going, you're going to have to think of a new way to make money, because making money selling vapes to young children, setting up stores close to schools and getting them hooked on nicotine is going".

"The convenience stores that sell a range of products - lollies and chips and all the rest that are legal - if part of your business model is these vapes, that's going as well and it's going in the coming months," he asserted.

"The plan is for the law to be introduced soon, then it will go through the time frames in the Senate, to be passed towards the middle of this year."

Butler added he can't take anything for granted, "as my predecessor, Greg Hunt, the Coalition Health Minister under the former govt, tried to shut these things down at the border, but he was rolled by his own party room within less than two weeks, and the regulation had to be repealed".

"The tobacco lobby still treads the corridors of the Australian Parliament," he concluded. *JG*

SYD vape raids

RETAILERS across Sydney have been targeted in a joint operation to crack down on the illegal sale of vapes and other tobacco products.

NSW Health inspectors and NSW Police Officers, working with officers from the TGA, conducted 60 raids between 29 Jan and 02 Feb.

The most recent raids seized 30,000 nicotine e-cigarettes, 118,000 cigarettes, 45kg of flavoured and loose-leaf tobacco and 284 containers of nicotine pouches with an estimated street value of over \$1.1 million.

NSW Health stated this brought the total estimated street value of the seized illegal products since 01 Jul 2020 to more than \$31.6 million.



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Bactiguard appoints banker as new CEO

PHARMA company Bactiguard Holding has appointed Christine Lind as its new CEO.

Lind brings broad strategic and operational experience from more than 25 years in the healthcare sector.

Previous assignments encompassed positions in Swedish-listed companies such as Mendus AB, Xspray Pharma AB, and Medivir AB as well as senior advisory roles.

Prior to that, Lind spent a decade as an investment banker at Merrill Lynch.

Bactiguard's Chairperson Christian Kinch said, "as Bactiguard has embraced a sharpened license-focused strategy, the criteria for a future CEO have evolved".

"Christine's proven track record of strategic shifts, driving change and achieving profitable growth, and her background in the financial markets, both as CEO and investment banker, positions her perfectly for Bactiguard."

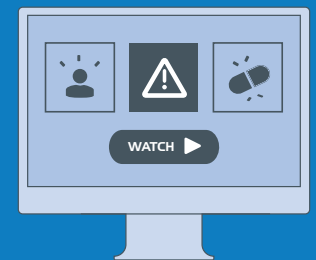
Kinch added Lind's reputation as a "modern and respected leader and strong team player will be instrumental on our transformation journey".

"Christine's leadership appointment is pivotal as we transition Bactiguard into a global knowledge and specialist organisation, with a steadfast and focus on delivering on our bold financial targets this year," Kinch concluded.

Lind will be assuming the role on 14 May.

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Editor's Choice: pro at leaving a nourished canvas at a sweet price

REVOLUTION Pro's Miracle Cream hydrates from the first use and aims to re-energise for smoother, plumper, and younger-looking skin.

Suitable for all skin types, this lightweight and hydrating formula absorbs into the body, leaving customers with a smooth and nourished canvas for flawless makeup application.

It has ingredients to help keep skin healthy with or without makeup, including niacinamide to help moisturise and firm; vitamin C to help brighten and boost radiance; hyaluronic acid to help hydrate and plump; peptides to help revitalise and strengthen; camelina oil to help improve

elasticity and glow; as well as shea butter to help nourish and smooth.

The UK brand claimed its beauty products are PETA-certified cruelty-free, never tested on animals and 76% vegan and growing.

Revolution Pro Miracle Cream retails for a price-busting \$20 and is available exclusively at Priceline in Australia.

A suggested tip for pharmacy customers is to use the product daily on the face, and not to forget to apply it to the neck area for best results.



Clear sun protection



MAXIBLOCK has extended its Mineral sunscreen range by launching Maxiblock Zinc Stick Clear SPF50+.

The manufacturer has utilised its second-generation clear zinc technology which is now applied to the product.

Founder Thibaut Mortier, a chemical engineer who has worked with UV filter technologies, said, "Maxiblock has been a supplier of zinc sticks and zinc sunscreens for decades in Australia".

"However, consumer demand for mineral-based sunscreens was hindered by issues like poor product transparency and texture.

"With the Maxiblock Mineral range, we're offering a zinc sunscreen and a zinc stick that not only offers transparency but also a comfortable feel on the skin.

"This innovation hopefully eliminates the barriers to widespread adoption of mineral sunscreens," he commented.

The Maxiblock Zinc Stick Clear SPF50+ retails for \$8.99.

Natio's naming rights

NATIO will be the associate sponsor for the Melbourne International Flower and Garden Show, presented by Scotts.

Under this partnership, Natio will possess the naming rights for the annual Natio Botanical Moments Floral Design Competition in both 2024 and 2025.

The competition will witness florists and botanical artists crafting installations in a conceptual space aligned with the theme 'natural beauty', to reflect the core values of the Natio brand.



Give hairdressers a shock with a glossy mask



IF HAIR has become dry, dull and prone to breakage from consistent colouring or heat styling, be sure to give locks the TLC they deserve.

The Australian-made vegan 10 minute hair mask from georgieman (RRP: \$49.99) has natural ingredients that help to repair dry, damaged hair after just one treatment while promoting thicker and fuller hair growth.

Simply slather on the 10 minute hair mask and say hello to shiny, healthy-looking tresses, according to its manufacturer.

Key ingredients include grape seed oil to help prevent frizz, abyssinica oil to improve shine and moisturisation, shea butter to help prevent breakage, coconut oil for longer, thicker hair, and aloe vera as an overall conditioner.

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✓ Clinically tested to be as low irritant as water*

*data on file

✓ Gentle, petroleum free moisturising lotion to nourish & hydrate

✓ Increases skin hydration by 50%*

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Dispensary Corner

IT SOUNDS more like science fiction than reality, but approximately three million smart toothbrushes were hijacked by hackers to launch a Distributed Denial of Service (DDoS) attack.

These innocuous oral hygiene products sold in pharmacies, transformed into soldiers in a botnet army and knocked out a Swiss company for several hours, costing millions of euros in damages, reported Swiss newspaper *Aargauer Zeitung*.

While more details are scarce, the compromised toothbrushes were running Java, a popular language for Internet of Things (IoT) devices.

Once infected, a global network of malicious toothbrushes launched their successful DDoS attack.

The repurposed toothbrushes accomplished this by flooding the Swiss website with bogus traffic, effectively knocking services offline and causing widespread disruption.

This episode underlines the ever-expanding threat landscape as the IoT becomes increasingly embedded in our daily lives.

Smart toothbrushes are now 10 years old, and devices such as these that once seemed harmless and disconnected from the digital ecosystem are becoming potential entry points for cyber criminals.

The implications are vast, not only for individual privacy and security but also for national infrastructure, not to mention pharmacy business software.

Call to halt price gouging

PRIVATE Healthcare Australia (PHA) has called for more measures to “crack down on egregious billing by medical specialists who can currently charge whatever they like”, following the release of the *Inquiry into Price Gouging and Unfair Pricing Practices* report.

Launched yesterday by Prof Allan Fels, the report noted that out-of-pocket fees charged by specialists, such as surgeons and cardiologists increased by more than 50% in real terms from 2012-2022.

This confirms PHA’s data released last week which shows out-of-pocket costs for common procedures in private hospitals increased up to 300% over the last five years, well above inflation.

In the Fels report, pharmacy customers or patients shared stories of paying up to \$23,000 out-of-pocket for some operations, and as much as \$800 for a surgeon to review them after their operation.

The report suggested that some of the highest price increases occurred in sectors which were characterised as having a disproportionate market power, or a level of power over consumers.

PHA CEO Dr Rachel David said this was very relevant in healthcare.

“When people receive a serious clinical diagnosis, they are at their most vulnerable.

“There is a massive information asymmetry between a medical specialist and the average consumer, which can easily be exploited,” she commented.

“This is precisely the time patients need access to accurate information about the costs they are facing as part of informed financial consent, preferably with an upfront quote for the services they will likely require.

“If we can quote for home and car repairs, there is no valid reason why this can’t be done for most medical procedures.”

The Commonwealth’s *Medical Cost Finder* website was designed under the previous Govt to give consumers information about typical costs for more than 100 medical procedures, but to date it has failed to deliver, she added.

“It’s time for the gov’t to intervene and publish doctors’ fees as it has the data, they are just choosing not to publish it,” remarked David.

The PHA also wants a Surprise Billing Law implemented to protect customers from unexpected bills for healthcare services. *JG*

Readjust sleep

FLINDERS University researchers are moving a step closer to discovering how to personalise a sleep regime and readjust the body clock to help treat some types of insomnia, shift work disorder and other forms of body clock disruption such as jetlag.

Led by sleep and respiratory physiologist Prof Peter Catcheside, the researchers are about to begin a three-year study to develop and test a first-of-its-kind personalised body clock tracker to gather data to readjust the body clock in shift workers and those with circadian sleep disorders.

“We want to solve one of the biggest ongoing problems in sleep medicine by devising a practical way to reliably track and treat people with a body clock timing problem,” explained Catcheside.

“We will use a range of technology, including heart rate, skin and core body temperature and motion monitors, in combination with physiology and engineering analysis methods, to track the daily core body temperature minimum time.

“This is a key marker of when the body clock is most sensitive to re-timing effects of blue-enriched light.

“By refining and testing a first-of-its-kind combination of high-performance wearable sensor and circadian physiology and engineering-based analysis methods, we will be able to determine someone’s individual daily light exposure timing needs for body clock readjustment.

See more **HERE**.

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