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Today's issue of PD

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

Chat to Wizard

DISCOVER how Wizard Pharmacy can help grow your pharmacy business with up to \$150k for each pharmacy location - see the **back page** to learn more.

Dementia to double

THE number of Australians with dementia is expected to nearly double by 2054, new data from Dementia Australia has revealed.

There are currently more than 421,000 people living with all forms of dementia in Australia, and without a medical breakthrough, this number is set to rise to 812,500 people in the next three decades.

WA is set to see the biggest increase in dementia cases at 109%, followed by the NT.

"Dementia is the second leading cause of death of all Australians and the leading cause of death for women," Dementia Australia CEO Maree McCabe said.

"Provisional data is showing that dementia will likely soon be the leading cause of death of all Australians."

Dutton to speak at APP

LEADER of the Opposition Peter Dutton has just been announced as a keynote speaker at the Australian Pharmacy Professional Conference and Trade Exhibition (APP2024) on 15 March on the Gold Coast.

Dutton will present his keynote following the State of the Industry Panel session.

Meanwhile, Shadow Minister for Health and Aged Care and Shadow Minister for Sport Anne Rouston will also present at the conference.

Twomey said Rouston has been "a vocal supporter of community pharmacy over the last year", as it has faced the impact of 60-day dispensing (**PD** 14 Feb).

"As the largest pharmacy and trade conference in the southern hemisphere, I can think of no better event for Mr Dutton to show his support for community pharmacy," said Pharmacy Guild of Australia National President, Professor Trent Twomey.

"A lot has happened recently in community pharmacy and APP is an important opportunity for public



leaders to interact with pharmacists on behalf of our patients."

APP is expected to attract around 7,000 attendees.

The four-day program will feature more than 120 industry, business, clinical and motivational speakers and a raft of pre-conference workshops, masterclasses, Q&A panels, forums and presentations.

Participating businesses include API, Sigma Healthcare, Blackmores, Sanofi, Moderna, Sandoz and plenty more. *JHM*

Gut Health Month

RECENT statistics reveal that three in four adult Australians experience gut health problems, according to Metamucil.

That's an estimated 15 million Australians suffering from constipation, bloating and irritable bowel syndrome, which is impacting their daily quality of life.

It's currently Gut Health Month, which is led by Dietitian Connection and supported by several brands including Metamucil, Vaalia Probiotics, Happy Gut, Lifespace, Nerva Mindset Health and Swiss Nutra+.

The Gut Health Month website provides healthy recipes, nutrition and gut health resources, a search engine to help source local dietitians with gut health expertise, and more.

Common factors of modern-day living can contribute to gut health issues, such as high stress levels, too little sleep, eating high-sugar foods and taking antibiotics.

"Dietary fibre...plays an important role in improving gut health and is associated with numerous health benefits such as bowel regularity, lower blood cholesterol, and maintaining blood glucose levels," said Dr. Q Yong Chiat Wong, Group Scientist, Medical & Technical Affairs at Metamucil.

To learn more about Australia's Biggest Gut Health Movement, **CLICK HERE**.



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Boost potassium for better BP control

WHILE reducing salt intake has been the focus of dietary advice to control hypertension, a new study suggests that upping your potassium intake can be at least as important.

The new research, published yesterday in the *Journal of Human Hypertension*, provided insight into the central role of potassium in managing a condition that kills more than 11 million people every year.

Lead author Dr Liping Huang, Research Fellow at The George Institute, said that the effects on blood pressure of both dietary sodium and dietary potassium have been known for a long time.

But only with recent work on potassium-enriched salt substitutes has the huge potential for increasing dietary potassium become a focus.

“High levels of sodium intake and low levels of potassium intake are widespread, and both are linked to high blood pressure



and greater risk of stroke, heart disease and premature death,” she said.

“Using a salt substitute where part of the sodium chloride is replaced with potassium chloride addresses both problems at once,” she explained.

“But the relative contributions of sodium reduction versus potassium supplementation were not well understood.”

“With potassium-enriched salt substitutes, we have a highly feasible and low-cost opportunity to generate a massive global health benefit,” Huang added.

See more [HERE](#).

Drive action from data

NOSTRADATA’S Nick Biggs and Reem Borrows of Dreem Coaching and Consulting will co-headline a workshop titled ‘Beyond the Counter: Using your Data to Maximise Business Performance’ at the APP2024 conference.

This collaborative session is scheduled for Wed 13 Mar from 10.30am to 12.30pm.

Biggs’ and Borrows’ session will combine data insights with crucial business strategies to future-proof the business of pharmacy in this ever-changing landscape.

In this valuable session they will be focusing on critical strategies to excel in the industry, how to harness data for decision-making, enhance patient engagement, and boost profitability for community pharmacy.

“We want to equip pharmacy owners with informed, actionable insights to enhance business performance,” said Biggs.

“Measuring data leads to effective management and a well-managed

pharmacy thrives,” he commented.

While Borrows said that business success often comes from “unlocking internal potential, rather than solely seeking external solutions always”.

“Look within your pharmacy for untapped capabilities and innovation to drive growth.

“It is time to maximise business performance,” added Borrows.

APP Convenor Kos Sclavos, who will also be MC for the workshop, said he was excited to hear from both expert speakers.

“The aim of Nick and Reem’s workshop will be to help us understand how to transform data reports into practical, actionable steps that elevate our business performance and drive behavioural change for lasting success,” remarked Sclavos.

Attendees can book pre-conference workshops when registering for the conference or if they have already registered by emailing events@qldguild.org.au. JG

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Editor's Choice: DIY tools range enhances beauty in the home



LASH and brow brand 1000HOUR is celebrating 30 years with the expansion of an at-home skincare tools range into the beauty category.

Known for their best-selling DIY lash and brow dye kits, the brand is shifting the focus to DIY skincare essentials designed to enhance beauty at home or on holidays.

The beauty tools range includes a Pore Cleansing Vacuum, a Facial Cleansing Brush Duo and the Skin Exfoliating Wand.

All the 1000HOUR at-home skincare tools are designed to be used with a customer's existing skincare products.

Featuring ultrasonic deep cleansing and firming, the exfoliating wand combines the latest in skincare technologies.

It deeply exfoliates, unclogs pores, lifts, tightens and increases the absorption of nutrients and moisture in the skin, according to the manufacturer.

With its deep cleansing action it can also enhance the absorption of serums and moisturisers.

The curved stainless steel wand can reach all areas of the face.

The manufacturer suggested using it on wet skin to allow the ultrasonic vibrations to form.

The range is priced under \$60 and is available now at Priceline stores nationwide.

Thompson steps away



NUDE by Nature CEO Mark Thompson has announced his departure from the company.

Thompson, who has been at the helm for over a decade, said "it has been an incredible journey, and I am confident that the business is in capable hands".

The recent acquisition of Nude By Nature and Makeup Cartel by Dennis Bastas, a prominent figure in the pharmaceutical industry with Arrotex Pharmaceuticals (PD 16 Jan), and now Thompson's departure mark the conclusion of a significant chapter in the history of the brand.

During Thompson's tenure, he led the brand through a period of substantial growth and innovation, helping to solidify its position as an iconic Australian brand in the beauty industry.

He expressed his gratitude for the unwavering support from retailers, suppliers, partners, and the Nude By Nature team, whose dedication and hard work have been pivotal in the brand's success.

"People are the cornerstone of any successful business, and it has been a privilege to work alongside our amazing retailers, suppliers, and partners, and the team," said Thompson, who will leave at the end of Feb.

Rich velvety lipsticks

THE Balm Cosmetics liquid lipsticks have velvety textures, rich colours, triple-milled pigments and anti-ageing ingredients.

The Meet Matt(e) Hughes collection is vegan and cruelty-free, featuring vanilla- and mint-scented products in a range of bold colours.

Non-smudge and available in six shades or as a value pack, the lipsticks retail for \$29.95 each.



Customised products to care on a cellular level



YOUR skin is unique, so your skincare should be too.

That's the concept behind personalised skincare brand Software, which was created by a dermatologist, a GP and a software designer.

In a crowded market, it's a major point of difference for the brand.

In a nutshell, the experts design custom formulas made of clinical-grade actives to target customers'

skin concerns at a cellular level.

Through the subscription-based brand, customers receive an expert review of their skin and are able to select their own ingredients, before products are formulated and shipped to them.

After an initial consultation charge, far lower than specialist fees, the billing cycle moves to bi-monthly with no extra cancellation charges, stated the creators.



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Dispensary Corner

JIM Malloy is a 75-year-old medical actor who used to fake plenty of illnesses at the University of Virginia School of Medicine, so students could practice diagnosing him.

A few years ago, one job required Malloy to pretend to have an abdominal aortic aneurysm, an extremely dangerous condition in which a small section of the lower aorta begins to balloon without any obvious symptoms.

If the aneurysm bursts, it is often fatal.

That's why it's also known as the silent killer.

Third-year medical student Ryan Jones tended to Malloy, who was pretending to complain of light headedness and stomach pain.

But when Ryan viewed Malloy, he felt a mass in his abdomen and detected the actual symptoms of a real aneurysm.

"I figured [the university] must have found a man with an aneurysm who was willing to volunteer...I thought it was all prearranged," Ryan said, adding that Malloy even kept in character when he informed him of his discovery.

Thankfully, an attending physician advised Malloy to consult a cardiologist and several months later, he underwent stent placement surgery, and now has a clean bill of health.

"I had no idea anything was going on, and I would have just gone about my business," Malloy added.

"I'd probably be dead."

Roccoco's new skin launch

COSMETIC chemist Jacine Greenwood's natural beauty brand Roccoco Botanicals is launching another product that can be used for people who may suffer from acne, rosacea and eczema.

The new product, Frangipani and Lychee Body Cream, aims to smoothen and reduce the appearance of cellulite.

"What's different about this product over other body creams, is that it is safe to use on any area of the skin, wherever that may be.

"The formulation is high in fatty acids that boost the hyaluronic acid and moisture content within the skin, which rapidly restores elasticity and firmness," Greenwood explained.

"As with all of our products,



they are all-natural and based on botanicals," she added.

With her chemistry background, Greenwood is well placed to create her award-winning formulations as she has six diplomas, a Bachelor of Nursing, and over two decades as a beauty therapist.

During the last four years, she has grown Roccoco Botanicals to be recognised as Australia's fastest-growing beauty brand, one that was named recently on *The Australian Financial Review's Fast Global 2023* list. JG

IBD care platform

PATIENTS can see their pharmacist with an up-to-date care plan from their gastroenterologist for inflammatory bowel disease (IBD), via a platform called Crohn's Colitis Care.

The Aussie charity that developed and maintains the clinical management system, Crohn's Colitis Cure (CCCure), said the system will help with timely, accurate information and effective consultations around medications and their use, efficacy and safety.

CCCure has also signed up its first top five pharmaceutical company partner, and later this week it will feature in abstracts presented at the European Crohn's and Colitis Organisation Congress.

Discussions are happening for more local and overseas platform partnerships.

Sleep health study

ONLY 15% of the population are sleeping the recommended seven-to-nine hours of sleep for five or more nights a week, according to a new Flinders University global study published in *Sleep Health*.

"This is crucial because regularly not sleeping enough - or possibly too much - is associated with ill effects and we are only just realising the consequences of irregular sleep," said Flinders University researcher Dr Hannah Scott.

"Clearly getting the recommended sleep duration range frequently is a challenge for many people to achieve, especially during the working week," Scott added.

There are several health risks associated with sleeping less than six hours a night on average, or more than nine hours a night, including increased mortality risk, hypertension, obesity and heart disease.

The 68k participants in the study were monitored using an under-mattress sensor which provided sleep tracker data over a nine-month period.

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