

Today's issue of PD

Pharmacy Daily today features three pages of pharmacy news including the **Beauty & Wellness** page, plus full pages from:

- Chemsave
- Willach
- TePe

Enjoy big savings

CHEMSAVE is highlighting its limited-time special offer, which offers great value for a low monthly membership fee - see **page four** for details.

Willach's solution

WILLACH has delivered over 1,000 dispensary solutions, maximising returns and relieving pressure on owners and staff - more on **page five**.

Call to fix rural health

THE stark health inequalities between Australians living in regional and metro areas have been highlighted in a new report from The Royal Flying Doctor Service (RFDS).

The *Best for the Bush: Rural and Remote Health Baseline 2023* report launch aligns with the National Rural Health Alliance's urgent plea for improved nationwide health equity.

Susi Tegen (**pictured**), the Alliance's Chief Executive, pointed out that rural areas suffer from significant underinvestment in health, leading to lower outcomes for preventable diseases and a reduced life expectancy.

"The government needs to step up in its funding for rural health in a sustainable and flexible manner, without having ad hoc projects on the ground that only become band-aids," Tegen said.



Hartley's Gripe Water helps reduce colic and wind in infants.

Available from Symbion, Sigma, API & CH2.

Australian made. Pharmacy only. Always read the label and follow the directions for use. **Petrus** PHARMACEUTICALS



The Alliance's research indicates a \$6.55 billion annual healthcare deficit for rural Australians, amounting to \$850 per person.

Assistant Minister for Mental Health and Suicide Prevention and pharmacist Emma McBride in her speech at the report's launch agreed that there is a "stark discrepancy" of health outcomes for those living in the country's rural areas.

"Their life expectancy is 14.3 years shorter than a city counterpart," said McBride.

"And they're almost three times as likely to die from an avoidable or preventable condition, whether that's diabetes or heart disease."

The Alliance promotes the Primary care Rural Integrated Multidisciplinary Health Services model tailored to the unique health needs of each rural community, as recommended in the RFDS report.

It is also pushing for a National Rural Health Strategy and a National Compact on Rural and Remote Health to unify and streamline efforts to elevate health outcomes in underserved regions.

The *Best for the Bush* report also stressed the need for annual benchmarks to hold policymakers accountable. *JG*

Collaborative care

THE Ahpra Accreditation Committee has recently unveiled its Interprofessional Collaborative Practice Statement of Intent aimed at integrating collaborative practice throughout the varied healthcare sectors.

The initiative promises to bring professionals from varied healthcare backgrounds together to deliver quality, discrimination-free care.

The committee stated that the initiative garnered support from a diverse array of 53 stakeholders, who have pledged to foster a unified approach to healthcare, and is aimed at reducing racism and discrimination for better patient outcomes.

GET ECZEMA MANAGED



DermAid 1%, with dissolved hydrocortisone, has demonstrated up to **4x FASTER ACTIVITY** than dispersed 1% hydrocortisone, as determined by vasoconstriction.¹

✓ Cream

✓ Spray

✓ Solution

Achieve a reduction in eczema severity for your patients² with the Ego eczema management plan.



TREAT with the appropriate topical corticosteroids



MAINTAIN with emollient cleansers and moisturisers

Access the plan here

DermAid 1% (hydrocortisone): Topical application for the temporary relief of symptoms associated with acute and chronic corticosteroid responsive conditions including: minor skin irritations, itching and rashes due to eczema, dermatitis, contact dermatitis (such as rashes due to cosmetics and jewellery), psoriasis, anogenital pruritus and sunburn. **DermAid 1% cream:** Apply a thin layer to affected skin 1–2 times daily as required. **DermAid 1% solution:** Apply a few drops to the affected area 2–3 times daily as required. Massage in gently. **DermAid 1% spray:** Hold bottle approximately 10 cm from the affected skin and apply 1–2 sprays; 2–3 times daily as required. Massage in gently. **Contraindications:** vaccinia, chicken pox, herpes and other viral infections, bacterial infections, tuberculosis of the skin and syphilitic skin disorders. Hypersensitivity to hydrocortisone, other corticosteroids or any other ingredient in the product. Do not use in the eye.

Healthcare Professionals: Review the full Product Information (PI) before prescribing or recommending DermAid 1% cream, DermAid 1% solution, DermAid 1% spray. Full PI is available from Ego Pharmaceuticals Pty Ltd and can be accessed at ets.tga.gov.au

References: 1. Grieve KA, Barnes TM. Increased bioavailability of hydrocortisone dissolved in a cream base. *Australas J Dermatol.* 2015; 56(2):e30–4. 2. Van Zuuren EJ, Fedorowicz Z, Christensen R, Lavrijsen APM, Arents BWM (2017) Emollients and moisturisers for eczema. *Cochrane Database of Systematic Reviews* 2017, Issue 2. Art. No.: CD012119. DOI: 10.1002/14651858.CD012119.pub2.

EGO PHARMACEUTICALS PTY LTD

21–31 Malcolm Road, Braeside 3195 Australia **australia** +61 3 9586 8800 **toll free** 1800 033 706

¹Ego and ²DermAid are trademarks of Ego Pharmaceuticals Pty Ltd. in Australia and other countries.

©2023 Ego. ask@egopharm.com | www.egopharm.com | Date of Preparation: June 2023.



Treat with **DermAid**

TePe's new floss

TEPE is highlighting its new dental floss, which slides easily between teeth and offers a fresh mint flavour for clean breath - more on **back page**.

PD on holiday

PHARMACY Daily is closed for the Easter break and will return on Tue 02 Apr with all the latest in industry news.



The ultimate lip protection is here, with no bitter aftertaste!

- ✓ Broad protection sunscreen protects from UVA/UVB rays
- ✓ Soothes and treats extremely dry, chapped lips
- ✓ Highest SPF available
- ✓ Tropical Mango Flavour

NEW!

Find out more about **Dermal Therapy's best-selling and award-winning Lip Care range**

CLICK HERE

P'ure Papayacare offers fair dinkum products without the hype

AUSSIE vegan skincare brand P'ure Papayacare has introduced its award-winning product range to pharmacies around Australia, including HealthyLife.

Developed by G&M Cosmetics, the affordable skincare collection is 100% Australian made and features science-based active ingredients and iconic Australian botanicals, contained in sustainable packaging.

P'ure's key ingredient is whole fruit carica papaya (paw paw) extract, which is sustainably sourced and naturally rich in Vitamin A, E, C and antioxidants that promote skin cell renewal and skin healing benefits.

Suitable for sensitive skin



and safe for the entire family, the range includes a multi-use ointment, lip balm, foot and heel balm, face oil, eye serum, baby balm, baby oil, facial cleanser, body butter, and much more. "P'ure Papayacare is a great

Australian brand, that is consistently being recognised by the world," Founder & Managing Director Zvonko Jordanov said. "We love waving the Aussie flag and proving the best skincare is available for everyone."

New range from No7



SCIENCE-LED skincare brand No7 is set to make waves in the Australian beauty industry with its Future Renew range, now available exclusively at Priceline Pharmacy, featuring a facial serum, eye serum and a night cream.

The collection promises to deliver age-defying results, with clinical trials showing 97% of women had clinical grade improvements in the appearance of multiple visible signs of skin damage.

The hero ingredient is a super-peptide blend developed over 15 years by world-leading scientists, which combines two of the most powerful peptides responsible for supporting the skin's natural self-repair process.

"Machine learning was applied to identify naturally occurring peptides that could support skin's self-repair, with our new peptides harnessing this natural process to renew over 50 proteins involved in skin repair," No7 Senior Scientist, Dr Eleanor Bradley, explained.

"The potential for this technology to continue to develop shows what's possible when it comes to visibly repairing skin damage and offering a solution to ageing at an affordable price."

Ardell bats its lashes

SEAMLESS Underlash Extensions by Ardell are now available at Priceline Pharmacy, offering a new lash routine for beauty enthusiasts.

The extensions are applied under the user's natural lashes to hide the band for a no-show finish, and according to the manufacturer, even a pro can't tell them apart from real lashes.

They are also soft and lightweight, making them comfortable enough to sleep in.

The kit retails for \$49.99.



RoC unveils solution for stubborn wrinkles



RoC Skincare has launched its Derm Correxion line, which includes the RoC Derm Correxion Fill + Treat Serum (RRP\$59.99) and the Derm Correxion Contour Cream (RRP\$44.99).

The serum is a non-invasive wrinkle-filling treatment that aims to target the appearance of stubborn lines instantly and over time by using a patent-pending

3D approach that targets all layers of the skin, featuring three forms of hyaluronic acid, as well as pure retinol and swertiamarin.

In clinical studies 97% of users noticed their fine lines and wrinkles were visibly pumped and filled, while 100% showed improvement in the look of hard-to-treat wrinkles, including crow's feet, over a four-week period.

Meanwhile, the RoC Derm Correxion Contour Cream claims to visibly firm and re-volumise the skin's surface, while lifting and the contouring face, neck and jawline.


According to the trial, one week of use resulted in a reduction of horizontal neck lines by 49%, while 97% noticed a firmer face and neck.

RoC Derm Correxion is available exclusively in Chemist Warehouse.

Want to feature on this page?

email advertising@pharmacydaily.com.au to find out more

Beauty & Wellness
by Pharmacy Daily



AMH Children's Dosing Companion
Evidence-based resource to support the dosing of medicines in young patients.

AMH
AUSTRALIAN MEDICINES HANDBOOK

amh.net.au

Dispensary Corner

IN AN effort to create some early hype ahead of April Fool's Day, wellness giant Swisse and comedians The Inspired UnEmployed have launched the new Swisse Instant Rizz Gummies, which claims to instantly give people "rizz" and make them five times more charming.


FYI: "Rizz" was Macquarie Dictionary's Word of the Year in 2023, an adjective to describe someone's personal style and attractiveness.

According to a press release from Swisse, the gummies are made with a special anti-rejection formula and flavoured with the taste of success. It's the first product that the comedic duo have created in their official capacity as 'Chief Gummies Officers' at Swisse.

"We're stoked to reveal our first creation as CGOs.

"The Instant Rizz Gummies are our way of helping unlock that extra bit of charisma some of us are lacking," said Jack Steele from The Inspired UnEmployed.

Unsurprisingly, Swisse is unable to provide any details around when the gummies will be manufactured, stocked or available in stores.



AI leads new era in health

AN "AI explosion" is sweeping Australia's healthcare sector, signalling the arrival of an "extraordinary era of medicine", according to a new report from CSIRO.

The *AI Trends for Healthcare* report explores the many opportunities, along with the barriers, surrounding the integration of AI in Australia's healthcare sector.

Dr David Hansen, Research Director of CSIRO's Australian e-Health Research Centre (AEHRC), said AI poses unique challenges for the healthcare sector, given the accuracy of models could mean the difference between life or death, or ongoing health or illness.

"A key difference between the use of AI in healthcare compared to other industries is the use of AI in decision making for prevention, diagnosis, monitoring and treatment," Dr Hansen said.

"As we strive to create newer and better digital tools to harness the benefits of AI in healthcare, frameworks and ethical implementation along with established safety, quality and monitoring guidelines continue to be imperative."

The report also highlights the rapid digitalisation of Australia's hospital records system, and how this is the likely platform for implementing AI technologies, particularly when it comes to imaging, diagnosis and treatment, as well as tasks such as



Australia's National Science Agency

AI trends for healthcare

March 2024



reconciliation of reports or analysis of clinical data.

"There is more health and medical data out there than ever before, so data privacy and security are a growing challenge," Dr Hansen added.

"AI can play an important role in allowing Australians to have full

access to and control over their health data."

The integration of AI in healthcare has the potential to dramatically enhance the work lives of medical professions, as well as the health and wellbeing of consumers, the report suggests.

The 48-page document also identifies other sectors, including aged care and disability, as also being able to benefit significantly from AI - to read the full report, [CLICK HERE](#). JM

Mental healthcare

THE majority of people with mental health issues are unable to access treatment, a new report from *The Lancet Psychiatry* has revealed.

According to the World Health Organization, 76-85% of people suffering from mental illness in low- and middle-income countries are not being treated, with 50% of people in developed countries facing the same challenges.

The report investigates how to close the gap and why current interventions are failing.

"To improve the delivery of mental healthcare services, we need to recognise that mental ill health can arise at any time in a person's life, in any circumstance, and for a huge variety of reasons," said Prof Jeffrey Braithwaite, from the Australian Institute of Health Innovation.

"With this in mind, we can't devise one-size-fits-all solutions and expect them to work.

"We also can't expect that a solution that works in a controlled research environment will necessarily work in the real world."



1800 429 829
info@ravensrecruitment.com.au
www.ravensrecruitment.com.au

Locum Hospital Pharmacist

Gippsland, VIC (Job # 45574)

- Monday to Friday roster - Immediate start for 3-6 months.
- Travel and accomodation provided!
- Varied role in Day Oncology and Haematology unit and other wards.

A scenic location with picturesque lakes and a thriving arts scene 3 hours from Melbourne.

[...see more info](#)



Do The Math(s)!

Chemsave

Low Chemsave Monthly Membership Fee

- \$ 340 Catalogue pre-order rebates
- \$ 795 Dispense Assist subscription
- \$ 10 Pointers subscription
- \$ 550 Bonus stock

SUBTOTAL = Save \$ 1,695 per month
(\$ 20,340 per year)

- + Top discounts on 7000+ OTC products
- + Top discounts on 1000+ Rx products
- + Top discounts at wholesalers
- + Free point-of-sale support
- + Free merchandising
- + Free pricing servicing
- + Free digital marketing
- + Free Nostradata

GRAND TOTAL = BIG SAVINGS!

YOUR
BIG
SAVINGS
CHEMIST

ASK US ABOUT
OUR LIMITED-TIME
SPECIAL OFFER.

YOU DON'T WANT TO
MISS OUT ON THIS!



VIC, SA, WA, TAS & NT

Michael Story
0425 820 160
michaelstory@chemsave.com.au



NSW, QLD & ACT

Simon Metcalfe
0499 208 182
simonmetcalfe@chemsave.com.au

A solution for every dispensary

We understand your patients always come first. We feel that's the same level of care you deserve. We're not just a supplier, we're a trusted partner, so we'll always work hard to ensure your needs are met.



There is a reason why over the past 15 years Willach has delivered over 1,000 dispensary solutions. We create spaces and systems that save time, optimise efficiency, reduce errors and improve medicine management, which maximises

returns and relieves some of the stress and pressure on owners and staff.

No matter the size of your pharmacy, contact us for a confidential discussion to explore the range of options available.

find out more

www.willach.com.au
Tel: (03) 9429 8222
info@willach.com.au

 **Willach** | Pharmacy Solutions

WHERE THERE'S A WILLACH THERE'S A WAY



SCAN TO REVEAL
TEPE 3D EXPERIENCE



New to Category: TePe Choice™

RRP \$9.99



3
Brush heads
in 1 pack
Great value



Soft, end-rounded
bristles for gentle
cleaning of teeth
and gums

Tapered brush head
for improved access

Brush heads made
with renewable
raw materials

3 replaceable
brush heads

Swedish
beechwood
handle

80%
less plastic waste
with reusable
wooden handle*



New to Category: TePe® Dental Floss

RRP \$5.99

- Expanding multi-thread floss for efficient cleaning between teeth
- Slides easily between teeth due to vegetable wax and avocado oil coating
- Fresh mint flavour for clean breath
- Free from PFAS chemicals

Recommended RRP is recommendation only. Retailers reserve the right to price as appropriate.
* 80% less plastic vs regular manual toothbrush



Buy Now. Up to 20% Discount On Launch Deals.



1300 769 355