

4 ways to help build strong bones



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Today's issue of PD

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

- **Pointers**
- **Guild Insurance**

Savings on travel

POINTRS is offering people ways to save money on travel by using cash, credit card and loyalty points.

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See more on **page five**.

Insures scope pilots

FOR 60 years, Guild Insurance has protected all Guild members real-life needs, and will continue to support them as scope of practice pilots increase.

See more on the **back page**.

PCS24 to help plan career portfolios

EXCLUSIVE

APPLYING for jobs and internships can be a daunting task for many students, particularly in fields as diverse as pharmacy, according to Early Career Pharmacist Elissar Mansour.

"From community pharmacy to hospital settings, and from industry roles to research opportunities, building a strong portfolio requires careful consideration and strategic planning by students and interns," Mansour told *Pharmacy Daily*.

Having served as a board member of the National Australian Pharmacy Students' Association and being actively involved in the Pharmaceutical Society of Australia Early Career Pharmacists CSI group, Mansour understands the importance of providing students with accessible professional development opportunities.

In her latest role as the Student Engagement Manager for the upcoming Pharmacy Careers



Summit 2024 (PCS24), Mansour is dedicated to facilitating connections and providing valuable insights to pharmacy students across Australia.

She emphasised the significance of events like PCS24 in helping students explore the diverse array of career paths available within the pharmacy profession.

"Career fairs are always highly anticipated among student cohorts," Mansour explained.

Reflecting on her own experience attending PCS23 during her hospital internship, Mansour underscores the value of such

events in preparing students for their future careers.

"The presentations, live chats, and networking opportunities at PCS are invaluable for students who are navigating their internship applications and planning career trajectories," she said.

"PCS24 promises to be the largest one yet, and the best part is that students can participate from the comfort of their own homes - it's entirely online and free of charge."

With the *Pharmacy Daily* and Raven's Recruitment PCS24 set to feature a range of educational sessions, networking opportunities, and a virtual tradeshow showcasing over 10 banner groups, Mansour believes that the event will serve as a catalyst for students to explore their aspirations within pharmacy.

"As someone who has been involved in pharmacy societies and student life for several years, it's an opportunity to give back to the community that has supported me throughout my journey." *JG*

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Tax write-offs

PHARMACIES with a turnover of less than \$10 million will be able to continue to claim the \$20,000 instant asset write-off, as announced in the Budget.

The Pharmacy Guild of Australia explained that the 12-month extension given to claim tax benefits is only for newly-purchased assets in use or installed already in pharmacies by 30 Jun 2025.

The tax measure is subject to legislation passing in the Commonwealth Parliament.

Small business owners can also expect their experience when administering Paid Parental Leave to improve, as the government is providing \$10 million to Services Australia to this end.

NBCSP test age lowered

THE Australian Government has lowered the age of eligibility for its free National Bowel Cancer Screening Program (NBCSP) to 45, unlocking access to the test kits to more than 1.6 million Australians.

These amended guidelines now allow people aged 40-44 to gain access to testing kits through their GP prior to receiving their first invitation to join the NBCSP once they reach the age of 45.

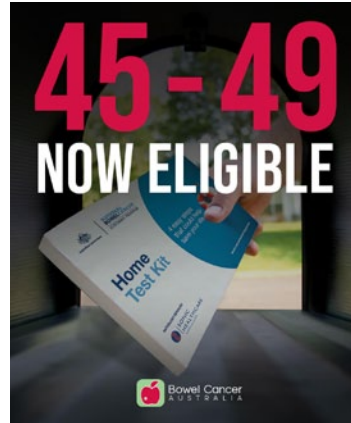
Funding to expand the program's scope was unveiled in this week's Federal Budget, with the new age window taking effect from 01 Jul.

Bowel Cancer Australia (BCA) said it is "thrilled that six years of intensive lobbying had finally come to fruition".

"We have been advocating tirelessly for the lowering of the screening age in response to the increasing rates of bowel cancer in younger people," said Bowel Cancer Australia CEO, Julien Wiggins.

According to the BCA, people aged between 40-49 account for 56% of new bowel cancer cases diagnosed and making up 64% of deaths in those diagnosed under the age of 50.

More than 1,700 Australians are



diagnosed with early-onset bowel cancer each year, with the number gradually increasing over the past three decades.

The recent Federal Budget announcement comes in the wake of updated clinical practice guidelines advocating for a lowering of the screening starting age.

This move has also been endorsed by the National Health and Medical Research Council.

"We thank our dedicated and passionate advocates for their ongoing support of our campaign, along with members of the recently established Parliamentary Friends of Bowel Cancer," Wiggins said. *ML*

50,000 crisis calls

ABORIGINAL and Torres Strait Islander-led crisis hotline, 13YARN, has marked 50,000 calls supporting First Nations people in crisis.

In the first two years of operation, the hotline has seen demand increase by 50%, from 17,000 calls in 2022 to 25,000 last year.

National Program Manager Marjorie Anderson said, "many of these peaks coincide with sorry business, deaths in community and challenging moments in community life".

"We also support people in distress around the New Year period, Survival Day and through political and news moments such as the Voice Referendum, in which calls were up by 40%.

"Amid news reporting of the Productivity Commission's Closing the Gap report, we saw around 43% of calls related to racism, and again, the release of the data saw 47% of calls connected to racism.

"These two days represent the single highest figures to date," said Anderson.

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CLINICALLY PROVEN

Entries closing

SELF-NOMINATIONS are closing tomorrow for the Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award (PATY) 2024.

This year's award judge Cindy Hume said, "I would hate to see anyone miss out on the opportunity to take part in this year's award".

She mentioned the nomination process consists of a few boxes to tick and five questions to answer online, with the prizes a "huge motivator to get involved".

State winners receive training, return flights, accommodation, free access to the national judging workshop, and the Pharmacy Assistant conference, with the national winner getting \$5k and more.

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Editor's Choice: Curezma offers relief for eczema sufferers

A NEW patented non-steroidal treatment for eczema called Curezma has launched in Australia, offering relief, and addressing the root causes of this debilitating skin condition.

Founders Aditi Brahmachari and Jai Uniyal developed Curezma after embarking on a quest to alleviate their daughter's eczema struggles. At the time, a steroid-free solution was not available.

The hypoallergenic formulation range was created after more than three years of rigorous research, testing and development by scientists at Arete Labs.

Brahmachari, a cosmeceutical scientist, led the R&D team and they worked tirelessly on

developing this breakthrough patented treatment.

ATGA-listed and clinically proven product, Curezma contains a blend of naturally derived ingredients designed to reduce inflammation, itch and trans-epidermal water loss.

It enhances skin elasticity and repairs skin barrier function without the use of steroids, parabens, or sulfates.

Its effectiveness was validated in one of Australia's largest skincare clinical trials, involving over 170 participants at the globally recognised Princeton Consumer Research in the UK.

According to the results, 100% of users saw reduction

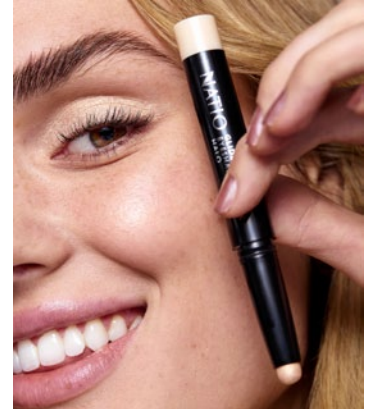


in inflammation, 97% reported instant relief from itching and 82% experienced overall improved skin elasticity.

The Curezma eczema-care range includes oil, ointment, serum, and cleanser suitable for babies, kids and adults.

Products are priced between \$14.98 and \$39.98.

Natio's new colours



AUSTRALIAN-OWNED

natural beauty brand Natio has expanded its makeup range with new lipstick colours and a new tinted lip balm, as well as stick highlighters, bronzers, blushers and eyeshadows.

Natio Lip Colour is now available in two new shades - Magnolia (a cool petal pink) and Chai (a neutral beige nude), while its Matte Lip Colour now comes in Rose (a fresh, flattering pink), Tulip (a vibrant pink-toned red), Spice (deep, dark-berry raisin) and Coral (a bright orange-pink). Both retail for \$17.95.

The brand has also introduced its new Tinted Lip Balm SPF 50+ (RRP: \$14.95), a hydrating lip balm formulated using ultra-moisturising natural ingredients and SPF 50+ UVA/UVB broad spectrum sun protection.

Beauty lovers will also appreciate Natio's new Glide-on Eyeshadow Stick (RRP: \$12.95), available in six shades, as well as its Cream Stick Highlighter, Bronzer, and Blusher, which all retail for \$15.95.

Natio's collection is available in pharmacies around Australia.

Luxury for your feet

CARE for your feet with MOR Marshmallow's new Overnight Foot Balm with Sockettes, which promises to leave them nourished and revitalised.

The luxurious balm is formulated with cacao and shea butters and enriched with marshmallow, mango and peach extracts.

Massage all over feet and apply the cotton-blend sockettes to enhance the effectiveness of the balm, and leave on overnight for the best results. The MOR product range is sold in Chemist Warehouse.



Dermal Therapy delivers extra moisture boost



DESCRIBED as "an absolute game changer for very dry skin", Dermal Therapy has unveiled its new Very Dry Face Cleanser.

Hyaluronic acid, urea and ceramides delivers a boost of hydration to the skin, while colloidal oatmeal soothes and repairs.

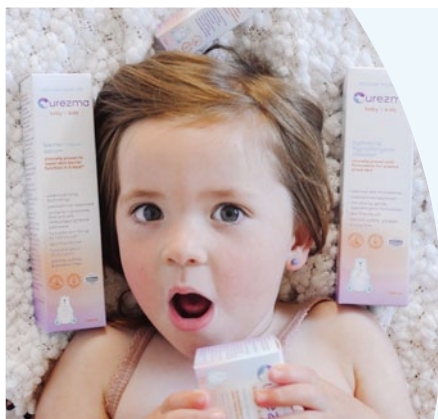
The new product delivers four-in-one action, including cleansing

without stripping the skin of its essential oils; strengthening and restoring the skin's protective barrier; providing intense hydration; and soothing minor irritation.

"At Dermal Therapy, we understand the challenges faced by individuals with dry skin, which is why we've meticulously crafted a gentle cleansing formulation designed to not only cleanse but nourish, protect, and repair the skin's barrier," said the brand's founder, Steven Sher.

"This revolutionary formula isn't just another product - it's a game-changer for those with very dry skin," he added.

The Dermal Therapy Very Dry Face Cleanser is available from leading pharmacists Australia wide now, retailing at \$18.99.



Australia's first patented, clinically-proven non-steroidal eczema treatment



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Dispensary Corner

AT THE European Congress on Obesity in Venice, researchers presented a cheeky new UK study known as the 'Game of Stones', which isn't just a clever play on a popular TV show, but a serious attempt to help men shed pounds by hitting them where it hurts: their wallets.

About 26% of men in the UK struggle with obesity, and apparently, fewer of them participate in traditional weight loss groups.

So, what better way to get them involved than by offering a financial incentive?

To motivate the men, Prof Pat Hoddinott and her team from the University of Stirling mixed modern technology with old-school economics.

Participants received texts filled with motivational messages and tips, not to mention the threat of losing £400 (A\$759) deposited in their bank accounts if they didn't stick to their goals.

Further, a deduction of £50 (A\$95) would occur if they failed to shed 5% of their body weight within three months, £150 (A\$285) would be deducted for not reaching a 10% weight loss within six months, and £200 (A\$380) would be subtracted if they were unable to sustain the 10% weight loss after one year.

To everyone's astonishment, the fear of losing money turned out to be a fantastic motivator, with the men losing 4.8% of their weight on average.

Researchers are hoping the NHS no less will adopt the strategy across the country.

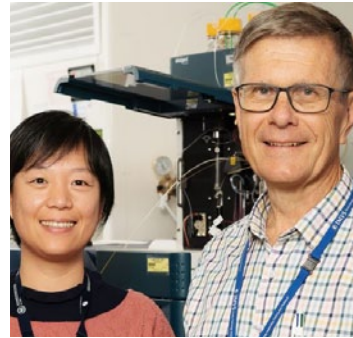
Vax disease linked to common cold

NEW research led by Flinders University has uncovered a link between a COVID-19 vaccine complication and a rare disease brought on by the common cold.

Vaccine-induced immune thrombocytopenia and thrombosis (VITT), which emerged following adenovirus vector-based vaccines like Oxford-AstraZeneca, were found to be caused by an unusually dangerous blood autoantibody directed against a protein termed platelet factor 4 (or PF4).

In 2023, researchers from Canada, North America, Germany and Italy discovered a virtually identical disorder with the same PF4 antibody that was fatal in some cases after natural adenovirus (common cold) infection.

Flinders University researchers Dr Jing Jing Wang and Flinders Professor Tom Gordon, Head of Immunology at SA Pathology (pictured), teamed up with this group of international researchers to



find that the PF4 antibodies in both adenovirus infection-associated VITT and classic adenoviral vectored VITT share identical molecular fingerprints or signatures.

Professor Gordon said the findings published in *New England Journal of Medicine* have important implications for improving vaccine safety and development.

"These findings, using a completely new approach for targeting blood antibodies developed at Flinders University,

indicate a common triggering factor on virus and vaccine structures that initiates the pathological PF4 antibodies," he explained.

"Indeed, the pathways of lethal antibody production in these disorders must be virtually identical and have similar genetic risk factors," Gordon concluded. *JM*

TGA introduces SSSI for Orenzia syringe



THE TGA has implemented a new measure in response to the shortage of Orenzia (abatacept) 125mg single dose syringe and the 125mg ClickJect autoinjector for subcutaneous injection.

Effective from yesterday, a Serious Scarcity Substitution Instrument (SSSI) has been introduced by TGA.

The SSSI empowers Australian

pharmacists to substitute one form of the medication for the other where appropriate, without requiring a new prescription from the prescriber.

The TGA stated this adjustment is designed to ensure pharmacy customers continue to receive their essential medication without interruption amid supply challenges.

CHA wants action

THE government's decision to delay key aged care reforms as put forth by the Aged Care Taskforce six months ago, has disappointed the Catholic Health Australia (CHA), as it believes the move jeopardises quality care for the elderly.

Representing 350 Catholic not-for-profit aged care facilities, CHA criticised the government for not acting on the aged care recommendations in Tues' Federal Budget.

"The government's failure to respond to these recommendations is incredibly disappointing and frustrating," stated Laura Haylen, CHA's Director of Aged Care Policy.

She warned that with many facilities operating at a loss and facing closure, urgent action is needed to ensure sustainable aged care.

"Every day adds more to the cost of fixing the system, and leaves more older Australians languishing in our hospitals for lack of quality care options in their community - there is no excuse for delay."

Haylen also emphasised the necessity for more funding, particularly in regional and rural areas, to upgrade facilities and improve care.

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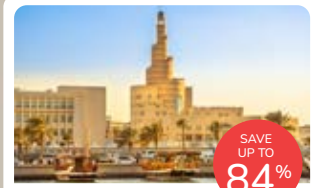
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For over 60 years, Guild Insurance has supported Australia's pharmacy profession through everything you do. Together with the PGA and PDL, we've worked hard to ensure our policies protect and reflect pharmacists' real-life needs.

Now that the PGA-driven scope of practice changes are live, we understand that, yet again, the real-life needs of pharmacists have changed, but our support hasn't. All Guild customers who participate in an approved scope of practice pilot can do so with confidence, knowing their insurance policy will still protect them.

What's a scope of practice pilot?

Scope of practice pilots will continue to evolve as state and federal governments and their agencies continue to work with our profession. In Queensland right now, community pharmacists who have undertaken 12 months of additional training can offer additional services to patients for a number of conditions, including school sores, shingles, mild psoriasis, wound management, swimmer's ear, weight loss management and hypertension, among others. It is these types of programs that Guild has committed to support through the addition of an additional benefit.

An additional benefit for Guild customers.

To provide cover certainty, the policy wording we apply to all Guild Pharmacy Business policies includes an additional benefit for 'Scope of Practice Pilots'. If you're already insured with Guild, this benefit is automatically applied. If you are not with Guild, you should ask your insurer if they can say the same.

If you'd like to find out more about Guild's exclusive support of pharmacy's scope of practice pilots, visit guildinsurance.com.au/pilot or if you'd like to be protected by a policy that is tailor made for Australian pharmacists, call a Guild insurance specialist on **1800 810 213**.

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