

Today's issue of PD

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

- Chemsave
- Proctocaine

Consider savings

WHETHER it is catalogue pre-order rebates, dispensary assistance subscriptions or bonus stock, aligning with Chemsave delivers bottom-line benefits - learn more about a special offer on **page five**.

Limited-time offer

NOVA Pharmaceuticals is offering a special pharmacy deal on Proctocaine haemorrhoid relief ointment. Learn about this limited-time offer by calling Nova's rep, Haven Hall. For details see **back page**.

PharmX and CH2 position for growth

PHARMACY ordering platform PharmX has expanded its partnership with CH2, a Community Service Obligation wholesaler and part of Paragon Care Limited.

The collaboration is set to deepen pharmacy engagement and the use of market intelligence for data-driven growth across Australia's healthcare sector.

The partnership builds on PharmX's role as a key provider of the PharmX Gateway, an electronic data interchange solution that handles orders for 99% of Australian pharmacies.

Now, the alliance will include PharmX's full suite of solutions, with CH2 broadening its product range on PharmX's marketplace.

This addition will bring over 10,000 products from 500 brands to meet the expanding needs of pharmacies nationwide.

Additionally, PharmX will aim to support CH2's growth through tailored analytics and predictive demand insights.

PharmX CEO Tom Culver

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expressed enthusiasm for the expanded partnership, stating, "we're excited to strengthen our relationship with CH2 by offering our extended service portfolio that brings even greater value to our various partners".

"Expanding CH2's product range across our marketplace strengthens our service offering and provides more accurate information on pricing and stock, which we know are highly valued by our pharmacy customers."

CH2 CEO David Collins highlighted the significance of the expanded agreement, noting, "this partnership not only strengthens our engagement with existing customers but also allows us to connect with new pharmacies across Australia, reinforcing the company's commitment

to providing comprehensive, innovative solutions for the healthcare community."

The alliance reflects PharmX's and CH2's shared vision for growth, and aims to position both companies for long-term success in Australia's evolving healthcare landscape. JG

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Rural research suffering



A RECENT audit by the Federal Department of Health and Aged Care has highlighted the need to strengthen support for health and medical research professionals in rural, regional, and remote areas.

The report showed that only 13% of the health and medical workforce operate in these regions, despite nearly 30% of Australians living there.

This workforce shortage has raised concerns about the unequal distribution of health resources, which disproportionately affects rural communities.

The audit also found a significant underrepresentation of researchers in regional and remote areas.

National Rural Health Alliance Chief Executive Susi Tegen emphasised the importance of addressing these gaps.

“The underrepresentation of rural researchers is worrying given that rural communities face distinct health challenges that require tailored and place-based solutions,” Tegen said, pointing out that funding and support often favour

metropolitan researchers.

Tegen described the obstacles that regional researchers face such as limited access to training, funding, and collaborative networks, which restrict their ability to contribute effectively to rural health.

“Rural researchers become a secondary consideration for funding,” she said, adding that this lack of support leaves regional health needs unmet.

Tegen called for these disparities to be addressed in the upcoming National Health and Medical Research Strategy, stressing the need for community-centred solutions in rural health research.

The National Rural Health Alliance, a coalition of 53 organisations, has urged the government to increase funding access, offer targeted training, and create collaborative opportunities for rural researchers.

With these measures, the Alliance is aiming to ensure that all rural Australians receive the same health benefits regardless of

PSA highlights breadth of impactful work

THE Pharmaceutical Society of Australia (PSA) released its 2024 *Impact Report* today, highlighting its efforts in advancing the Quality Use of Medicines.

In the 2023-24 financial year, PSA’s Projects team managed over 40 initiatives, collaborating with government entities, Primary Health Networks, and various healthcare stakeholders to tackle critical health issues.

The report also revealed the key projects that enhance end-of-life care, support Aboriginal health services, and expand palliative care.

The projects include mental health first aid training, where over 400 pharmacists and staff in South Australia identified early mental health concerns, with 97.3% of participants reporting greater confidence in providing initial support.

In handling the loneliness epidemic, the PSA launched a groundbreaking training program to address the widespread condition as a health risk, with over 1,200 pharmacists enrolled in the program’s first three

months, equipped with strategies to reduce social isolation and improve patient outcomes.

Additionally, in the area of palliative care, the PSA created foundational training pathways for pharmacists to upskill, alongside plans to pilot six new community palliative care pharmacist roles in 2025-26.

The report also shares individual stories, such as Natasha, a rural pharmacist supporting patients in end-of-life care, illustrating the impactful role pharmacists play in enhancing patient comfort, access, and safety.

PSA National President A/Prof Fei Sim acknowledged the collective effort behind these projects, as the peak body representing 39,000 pharmacists across all areas of practice.

“Projects are fundamental to allow innovative ideas to be trialled, validated and improved, and importantly generate the evidence that is needed to enable widescale implementation and translation into everyday policy and practice,” Sim concluded.



Check out the latest in Beauty & Wellness

Every Thursday in *Pharmacy Daily*

Do you have a beauty or wellness product? Send it HERE for consideration.

Beauty & Wellness
by Pharmacy Daily



Editor's Choice: Smart, portable melts for faster absorption

SWISSE has introduced a line of Ultiboost Smart Melt supplements, designed for quick, on-the-go support in a format that dissolves on the tongue, with no water required.

The range includes options for digestive health, stress relief, and managing sugar cravings, all available in pleasant flavours and portable packs.

For stress management, Swisse Ultiboost Stress Relief Smart Melt (RRP: \$34.99) combines saffron extract - known for its mood-supportive properties - with vitamin B12 to help combat fatigue and improve focus.

To regulate cravings, Swisse Ultiboost Sugar Curb Smart Melt



(RRP: \$29.50) is formulated with gymnema, zinc, and chromium to help, while the pine lime-flavoured tablet temporarily reduces sweet taste sensations.

For those dealing with bloating, Swisse Ultiboost Bloat Relief Smart Melt (RRP: \$29.95)

provides a tropical mango-flavoured option with probiotics to ease abdominal discomfort and promote digestive balance.

Swisse's new Smart Melts highlight a growing trend towards orally-disintegrating tablets for faster absorption.

Weleda's B Corp boost



WELEDA, a global company for natural cosmetics and anthroposophic medicines, has successfully completed its B Corp recertification with an improved score of 120.66, a 13% rise from its initial 2021 certification.

This new score surpasses the average 95-point benchmark of Swiss B Corp-certified companies.

B Corp certification, awarded by B Lab, evaluates companies in governance, worker treatment, community impact, environmental practices, and customer care.

"Sustainability is a cornerstone of our business model; we are a B Corp by conviction," Weleda CEO Tina Muller said.

"Weleda stands for growth with responsibility in harmony with people and nature."

Weleda has been B Corp certified since 2021, meeting its rigorous standards in social responsibility and environmental stewardship, joining around 9,000 companies globally with the certification.

Chief Sustainability Officer Nadine-Helene Santiago noted that sustainability "requires hard work", adding that Weleda is focused on "actively strengthening" resources and implementing regenerative practices across its value chain.

Pictured: Santiago and Muller.

Revlon shimmers

REVLON Super Lustrous Glimmer Gloss is made with plant-based glitter and light-refracting pearl for high-impact shimmer.

The non-sticky formula is made from agave, Moringa oil and cupacu butter for multi-dimensional shine and instantly conditioned lips.

Available in most pharmacies, the lip gloss shades include Diamond Drama, Pink Prisma, Lavender Lust, Happy Hour, Glazed Almond, Haute Honey, Rose Glow, and Razz Beamy.



Tap into alpha brainwaves for 'calm alertness'

BIOGLAN'S L-Theanine 200 Calm & Focus brings attention to the potential benefits of L-theanine, a compound increasingly highlighted for its calming effects without sedation.

Featuring Alphawave L-theanine, the product is formulated to help increase alpha brainwaves - a type of brain activity linked to tranquillity and mental clarity, like the relaxation achieved through meditation.

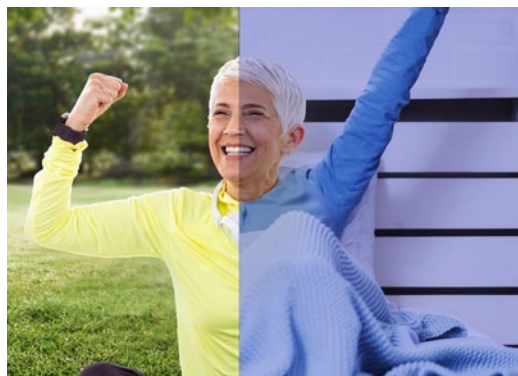
Naturally found in green tea, L-theanine has gained popularity for promoting this state of "calm alertness", which can support emotional wellbeing and focus.

Bioglan claims that L-Theanine 200 Calm & Focus works within three hours, making it a timely option for those managing stress



or needing mental clarity in their day-to-day routines.

With minimal side effects, L-theanine is considered safe, though the company advises individuals with existing medical conditions to consult their doctor.



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Dispensary Corner

IN AN unusual twist on fertility offers, technology entrepreneur Pavel Durov is covering costs of IVF for a select number of women - as long as they use his sperm.

Durov's latest venture involves a Moscow fertility clinic, AltraVita, which informed patients that they can receive absolutely free IVF treatments with his sperm, according to *International Business Times*.

The catch is that only women under 37 years, and in good health need apply, and they'll have to pass a screening with a reproductive specialist.

Durov, 40, claimed in Jul to have fathered over 100 children through sperm donation, so he's no stranger to creating an unconventional family tree.

AltraVita's CEO, Sergei Yakovenko, added that Durov has been at this for over a decade.

While some might see this as a high-tech version of building your own family empire, Durov's personal life is equally colourful.

He's previously been accused of fathering three kids with a woman named Irina Bolgar, who has allegedly requested a slice of his fortune.

In a world where billionaires are racing to space, reshaping social media, and now apparently fathering mini-empires through sperm donations, it seems the ultra-wealthy have found a new hobby: playing matchmaker in their own genetic legacy.

At this rate, billionaire antics may need their own reality show: *Who Wants to Be a Billionaire's Baby?*

Cost of managing diabetes too high

ON WORLD Diabetes Day today, Diabetes Australia released alarming data showing that cost-of-living pressures are heavily impacting Australians with the disease, putting their health at serious risk.

Over 90% of people with diabetes report anxiety due to rising living costs, and 75% worry that managing their condition will soon become unaffordable.

Half of the survey's respondents say they are already struggling to manage essential diabetes care, such as GP visits, pathology tests, and insulin supplies.

Research findings reveal 66% of people now spend more on diabetes management than five years ago, with 61% citing medication and technology costs as their greatest challenge.

Additionally, 44% are resorting to cheaper, less healthy food options, while 33% are cutting back on diabetes management costs.

Diabetes Australia Group CEO Justine Cain warned that limited access to healthcare could lead to a surge in diabetes-related complications, straining the healthcare system.

"People are being forced to



make impossible choices between healthcare and everyday living, and that can have devastating consequences," Cain said.

"Diabetes costs the healthcare system around \$3.4 billion every year and that cost is only going to increase if people can't afford proper management, which can lead to complications like kidney disease, heart attack, and stroke."

To address these challenges, Diabetes Australia is launching soon a free membership program, Diabetes YOUined, aimed at providing support to all Australians with diabetes.

"A person's postcode or bank

balance should not be a barrier to good health," Cain said.

The initiative will offer access to information, support, and Australia's largest diabetes community, ensuring management of the disease is accessible regardless of financial status.

Diabetes YOUined will provide essential resources at no cost, while existing members will be able to access a premium version, Diabetes YOUined Plus, for expanded services and benefits. *JG*

Hip fracture risk

A MONASH University study published in *JAMA Network Open* reveals that gabapentinoids, commonly used for neuropathic pain, significantly raise the risk of hip fractures, particularly in frail elderly patients or those with kidney disease.

Tracking patients hospitalised for hip fractures in Victoria from 2013 to 2018, researchers found gabapentinoid use increased eightfold between 2012 and 2018, with one in seven Australians aged 80+ prescribed the medication.

Despite being viewed as a safer opioid alternative, gabapentinoids are now among Australia's 10 most-subsidised drugs by volume.



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