

**NEW**



## Ferro-Max C™

with Vitamin C to aid absorption.\*  
Available from Symbion, Sigma, API and CH2.

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

- Dispense Assist
- WholeLife Pharmacy

### Dispensary help

**DISPENSE** Assist is a low-cost staffing solution with dispensary technicians available 24/7 at rates as low as \$6.37 per hour, for services that include compounding, DAAs and any other required task – details on [page five](#).

### Be the butterfly

**ALIGNING** your pharmacy with WholeLife Pharmacy & Healthfoods can help drive foot traffic and increase basket sizes, backed by a leading store design – more on [page six](#).

### Hola grows fast

**PRESCRIPTION** delivery service Hola (Packapill) has been spotlighted by *The Australian Financial Review* as one of the country's fastest growing companies of 2024.

Founded two years ago by Lenin and Thiru Rajendran, Hola is an on-demand health services app that allows people to get over-the-counter and prescription medication delivered to their door.

Customers snap a photo of their prescription and advise their preferred pharmacy, with the medication delivered within two hours.

Additional services include the company keeping track of when refills are due and allowing customers to quickly order their next pack if needed.

Customers can even speak to their pharmacist through the app if needed before the order is placed and a secure link is sent for payment to be processed ahead of delivery.

## Cannabis market booming



**A REPORT** released yesterday on the Australian cannabis market has shown a significant increase in the medicinal cannabis market over the past two years, with Australians expected to spend a billion dollars on prescribed medicinal cannabis in 2024.

This compares with an estimated \$448 million in 2023 and \$235 million in 2022.

The *Cannabis in Australia* report is released annually by the Penington Institute, a research organisation that promotes harm reduction approaches to drug use.

The data showed the total number of units sold in the first half of 2024 reached 2.87 million, a considerable increase on the 1.68 million units that were sold in the second half of 2023.

The vast majority of medicinal cannabis was prescribed under the Authorised Prescriber Scheme, which allows doctors to be approved to prescribe a particular category of medicinal cannabis products without needing to seek individual approvals for each patient they treat.

Only two medicinal cannabis products are currently listed on the Australian Register of Therapeutic Goods (ARTG).

In 2022-23, at least 700,000 Australians who were surveyed said they had used cannabis for

medicinal purposes in the previous 12 months, of whom 200,000 obtained their cannabis via prescription.

Australians largely accessed imported cannabis, mainly from Canada, rather than locally produced products.

At this stage, there is still very little evidence that it is effective for anxiety or chronic pain, which are among the most common conditions it is prescribed for.

Penington Institute CEO Jack Ryan said that while there are "legitimate concerns" about the conduct and sales methods of a small number of medicinal cannabis companies, "most operators in the space conducted themselves ethically and professionally". *KB*

## Naloxone spray is saving lives

**ACCESS** to the free medicated nasal spray that temporarily reverses the effects of opioid toxicity while waiting for an ambulance to arrive will save lives and reduce opioid-related hospital admissions - and costs to the health system - say University of South Australia researchers.

Under the Federal Government's 'Take Home Naloxone' (THN) program, the medication is available for free and without prescription in pharmacies across Australia.

A recent paper by SA Health experts found there were 2,046 hospital admissions in SA involving opioid toxicity between 2017 and 2020, costing the state approximately \$18 million.

Almost 20% of the patients admitted stayed in hospital for more than five days, 22% required intensive care and around 10% required mechanical ventilation.

Around 6% of admissions involved children who were accidentally poisoned, prompting health officials to remind people about the importance of safe medication storage and disposal of opioids, and to consider having the spray on hand at home.

The researchers also recommended improvements to discharge referrals to external healthcare services.

There's now a smarter way.



# Digital Basket Technology



Think outside the basket.

[Find out more](#)

**Make the switch to Symbion**

At Symbion we provide the tools, experience and solutions to help you reach your goals.

Find out why we are the leading choice for pharmacies.



## HRT form affects heart and clot risks

A **LARGE** international study has found that some hormone replacement therapy (HRT) preparations taken by women to alleviate menopausal symptoms are linked to a higher risk of heart disease and rare but serious blood clots.

The team, which included researchers from the Garvan Institute, compared the rate of a clots, strokes, heart disease and heart attacks among nearly 80,000 women using HRT with nearly 850,000 women not using HRT.

Various links were found between the different HRT medications and the health complications they looked at.

Use of oral combined oestrogen and progestin therapy was associated with an increased risk of heart disease and blood clots, and the use of tibolone was associated with an increased risk of heart disease, stroke and heart attacks but not blood clots.



Some previous trials have suggested a link between menopausal hormone therapy and an increased risk of cardiovascular disease, but information on risks linked to different types and formats of therapy during menopausal transition age is lacking, the researchers said.

Eight different therapies were considered: oral combined continuous, oral combined sequential, oral unopposed oestrogen, oral oestrogen with local progestin, tibolone, transdermal

combined, transdermal unopposed oestrogen, or no menopausal hormone therapy.

The team found no increased risk of cardiovascular disease for transdermal treatments, including skin patches - which are currently in short supply (*PD 21 Nov*), gels and creams.

"These findings highlight the diverse effects of different hormone combinations and administration methods on the risk of cardiovascular disease," the researchers said. *KB*

## Paracetamol labelling exemption

THE TGA has issued a labelling exemption for paracetamol products affected by the new pack size and retailing changes taking effect in Feb 2025.

Designed to assist industry in transitioning to the upcoming paracetamol scheduling changes, and to facilitate pharmacy's ability to supply these products, the exemption will be in place for 12 months.

The exemptions are for signal words for certain Pharmacy medicine (Schedule 2) and Pharmacist Only medicine (Schedule 3) products.

An additional labelling exemption until 31 Jan 2025 will allow pharmacies to supply newly labelled Pharmacist Only (Schedule 3) products in anticipation of the changes to the Poisons Standard taking place on 1 Feb 2025.

# A New Day. Less Pain.

## Introducing Ultra Muscleze® + Pain Relief

**NEW**

### Pain Relief



Analgesic and anti-inflammatory for the relief of pain and inflammation



Relieves mild joint pain and soreness



### Muscle Support

Supports muscle function and muscle health



Always read the label and follow the directions for use.

**BioCeuticals™**

## Editor's Choice: Fragrance brand launches accessibility push

IN AN effort to promote inclusivity and accessibility, Australian fine fragrance brand Mr Hux has just launched packaging with braille on its new 2ml and 10ml fragrance sizes.

Plans are underway to eventually roll out braille across the perfume brand's entire product range.

"Our vision is to create a beauty brand that truly caters to all individuals, regardless of their abilities," explained founder Liam Carr.

"We believe in making luxury accessible to everyone, and our new packaging is a step toward



that goal."

"We are committed to continuing our work with the blind and visually impaired community to improve our

products and ensure they meet the needs of all customers."

During the process of developing the packaging, Mr Hux partnered with Braille House in Queensland and has adhered to the Australian Braille Standards.

Beyond the new packaging, the brand continues to seek feedback from the blind and visually impaired community.

Mr Hux products are available at selected pharmacies, including Hope Island Chempro Chemist in Queensland and House of Pharmacy in Sydney.

## 'Product of the Year'



**E45 Face Moisturiser** has just won the skin category at the international 2025 Product of the Year awards.

Tested by dermatologists and specially formulated for dry, sensitive and eczema-prone skin, it is a fast-absorbing and non-greasy moisturiser.

The product offers 24-hour hydration and is packed with antioxidant ingredients like vitamin E and sweet almond oil and hyaluronic acid and polyglutamic acid to lock in moisturiser and improve the skin's natural barrier.

The Product of the Year consumer-led awards were established 30 years ago and operate in 40 countries.

This year, it was clear that consumer choices are heavily influenced by affordability.

"For the third year in a row, affordability has driven how people fill their shopping trolleys in hopes of reducing grocery bills," said Sarah Connelly, Director of Product of the Year.

The E45 skincare range is aimed specifically for dry skin and is suitable for the whole family.

E45 is available in leading pharmacies across Australia and New Zealand including Chemist Warehouse, Priceline, TerryWhite Chemmart and more.

## Multi-use hair tool

**UK HAIRCARE** brand Noughty has just launched the Strands Away Flyaway Wand (\$25), a multi-purpose tool to help smooth flyaway hairs, reduce frizz and define brows.

The innovative stick is infused with nourishing marula and coconut oils to help keep hair in place.

Available at Priceline.



## Treatment for skin pigmentation issues

**BIONIQUE** Even & Renew, from Bio-E Australia, is a TGA-listed skincare product designed to address female pigmentation issues, including sun spots, age spots and melasma, also known as 'the pregnancy mask'.

It utilises the French-patented brightening formula Belight3, containing glycyrrhiza glabra (licorice) and sea pine bark extract.

Other key ingredients are grape pomace, grape seed extract, grape monomers flavanols, vitamin C and grape viniferin.

This formulation not only reduces UV damage to the skin but also enhances the skin's ability to whiten and actively purify melanin.

Additionally, its antioxidant components provide a protective barrier for the skin.



Clinical tests conducted in Thailand and France revealed that 82% of women experienced significant improvements in their skin tones, hydration and elasticity in just 10 days.

Currently available at Priceline.

# Want to feature on this page?

email [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au) to find out more

**Beauty & Wellness**  
by Pharmacy Daily





### Dispensary Corner

**TELEVISION** critics probably have every reason to lie about their verdict of Netflix's new series *Apple Cider Vinegar* - they could even say it cures cancer.

The premise of the show is about the spectacular rise and fall from grace by "wellness" advocate and proven con-artist Belle Gibson.

Netflix, to their credit, creatively describes the show as "a cultural interrogation of the times, exploring the birth of Instagram and the allure and rise of wellness culture".

*Apple Cider Vinegar* is directed by Jeffrey Walker and is a slightly loose adaptation of Gibson's web of deception as it creates a fictitious co-conspirator named Milla, also a wellness advocate running a similar path alongside Gibson.

The story follows the 2013 publishing of Gibson's successful app *The Whole Pantry* and her subsequent book deal and claims of curing brain cancer with raw milk, diet, exercise and alternative medicine.

A stellar cast of supporting actors have been assembled for the show, which was filmed in Melbourne earlier this year, including Aisha Dee, Tilda Cobham-Hervey, Matt Nable, Ashley Zukerman, Chai Hanson and Catherine McClements, all of whom have a string of hit shows to their credit.

No official air date has been scheduled as yet, but Netflix says it's coming next year, so stay tuned for this one.

## Uber Caregiver launches



**UBER** has announced the launch of Uber Caregiver, a new feature designed to help make transport easier for Australian caregivers and care recipients.

Developed with wheelchair tennis player Dylan Alcott and his brother's consultancy Get Skilled Access, the service provides a way for carers to book rides, manage payment and track trips on behalf of those they care for.

The aim is to alleviate the "logistical, financial, and mental strain" of almost half a million employed care workers and three million informal caregivers, helping them to "manage transportation more seamlessly", Uber says.

To use the service, both the carer and care recipient need to have an Uber account.

The service includes Uber's always-on safety features, such as the ability to track the progress of rides and an all-new three-way in-app chat function built especially for Uber Caregiver, to ensure open communication between carers, passengers and driver partners.

Rides can be booked on-demand or up to 90 days in advance.

"With Uber Caregiver, we're making it easier to arrange reliable transportation for someone you care for, apply the best payment method for their trip, and connect you with the driver and rider in the event of the unexpected," said Emma Foley, Managing Director of Uber Australia and New Zealand.

"Whether it's to attend a doctor's appointment, a quick trip to the supermarket, or to meet a friend for a coffee, we want to help give greater peace of mind and make it easier to take care of those you care for," she said. *KB*

### Call for preventive health funding

**ALMOST** 20 consumer health organisations have joined forces to call for more investment in Australia's preventative health.

The Coalition for Preventative Health Funding is challenging the 48th Parliament to commit 5% of the health budget to spending on prevention.

Preventative health approaches not only enhance the overall health of communities but also reduce non-urgent medical visits, the Coalition argues.

Consumers Health Forum of Australia (CHF) CEO, Dr Elizabeth Deveny, emphasised the rationale behind forming the Coalition: "Our members and sector partners have consistently highlighted the urgent need for greater funding in preventive health.

"While many politicians express agreement during our discussions in Parliament, this support rarely translates into substantial investment in community-based preventive health measures on Budget night," she added.

## Get your own copy of Pharmacy Daily



SUBSCRIBE



CLICK HERE FOR YOUR FREE SUBSCRIPTION



[www.pharmacydaily.com.au](http://www.pharmacydaily.com.au)

Pharmacy Daily is part of the Business Publishing Group family of publications.

Pharmacy Daily is Australia's favourite pharmacy industry publication.

#### EDITORIAL

**Editor** - Karina Bray  
**Deputy Editor** - Matt Lennon  
**Journalists** - Adam Bishop, Myles Stedman, Janie Medbury  
**Editor-at-large** - Bruce Piper  
**Publisher** - Damian Francis  
**Associate Publisher** - Jo-Anne Hui-Miller

Pharmacy Daily is a publication of Pharmacy Daily Pty Ltd ABN 97 124 094 604. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Damian Francis.

#### ADVERTISING AND MARKETING

**Head of Sales & Marketing** - Sean Harrigan  
**Advertising** - Laura Aghajanian & Dante Muranty  
[advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au)

**Head of Operations & Contributing Editor** - Anna Piper

#### ACCOUNTS

[accounts@traveldaily.com.au](mailto:accounts@traveldaily.com.au)

Suite 1, Level 2, 64 Talavera Rd  
 Macquarie Park NSW 2113 Australia  
 Tel: 1300 799 220 (+61 2 8007 6760)

[info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au)

Travel Daily

CRUISE WEEKLY

Travel & Cruise Weekly

travelBulletin  
 business events news



**STAFF SHORTAGES?  
OVER-WORKED?  
WAGES INCREASING?**



## **GIVE YOUR DISPENSARY THE HELP IT NEEDS**

**Dispense Assist** is a revolutionary way of dispensing prescriptions in your pharmacy for a fraction of your normal cost.

Utilising the latest technology, software and security, Dispense Assist technicians work on your workstation to dispense prescriptions and perform any other task you require.



We are available 24/7/365 at a moment's notice whenever needed for sessions of 30mins to 24hrs.

Rates as low as \$6.37 per hour with the same rates for days, nights, weekends and public holidays.

## **Perfect for solving your DAA staffing issues and significantly boosting your DAA profits.**

💬 Dispense Assist has been a game-changer for my pharmacy. We no longer stress about finding staff and save an incredible amount of money. Without doubt it's the future of dispensing. 💬



Curious to see if it's a fit for your pharmacy?

**Sign up for a FREE Trial Now:**



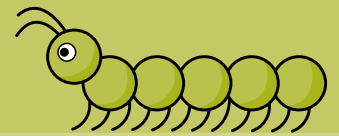
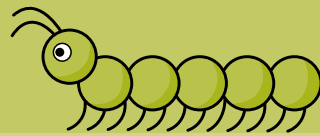
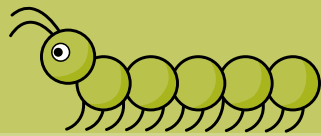
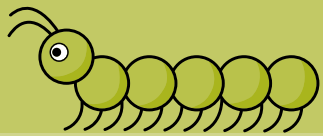
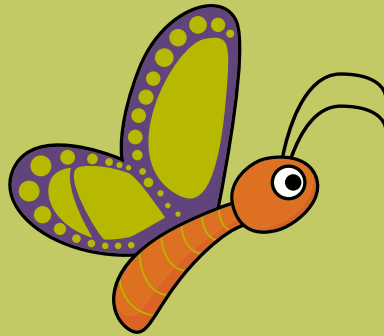
[www.dispenseassist.com.au](http://www.dispenseassist.com.au)



Scan qr code



**WHOLELIFE**  
PHARMACY & HEALTHFOODS



BE THE *butterfly* IN A WORLD  
FULL OF CATERPILARS

Are you looking to join a Pharmacy group that supports your business growth through differentiation?

WHOLELIFE PHARMACY & HEALTHFOODS DELIVERS:

- + A unique proposition that is aligned with today's health and wellness trends
- + Provides differentiated and on trend product offerings to increase basket sizes
- + Appeals to a broader customer base to drive increased foot traffic
- + Offers an expanded range of health services to increase customer visits
- + Contemporises your pharmacy through leading store design

IT'S TIME TO MAKE YOUR **MOVE!**

For a confidential discussion about the WholeLife opportunity,  
contact Head of Network Development, *Mike McKenna* 0497 407 001