

4 ways to help build strong bones



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Today's issue of PD

Pharmacy Daily today features three pages of industry news, plus a full page from Independent Pharmacies Australia.

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DISCOVER more ways to grow your pharmacy with Independent Pharmacies Australia (IPA).

Connect with IPA at APP2025 for a chance to win one of two electric bikes - more on p4.

APP Chair's choice

HARM minimisation is gaining momentum in the pharmacy landscape, with PBS-listed methadone and buprenorphine, as well as illicit opioids, in the frame.

Kos Scavos recommends the harm minimisation stream on the afternoon of Fri 21 Mar.

Priceline wins big at Retailer Awards

PRICELINE cleaned up at the 2025 Retailer Awards last week, winning gongs for categories including Customer Experience Innovator of the Year; Outstanding Loyalty; and Customer Experience Hall of Fame, a new, invitation-only category.

"Priceline's relentless innovation and continued efforts to refine its digital and physical retail offering have positioned it at the forefront of the Australian market - not just as a pharmacy but a leading omnichannel shopping destination for consumers," the judges said.

"The winners of this year's Retailer Awards run the gamut from large chains with hundreds of stores to family-owned businesses and e-commerce start-ups punching well above their weight to deliver incredible customer experiences," said Heather McIlvaine, *Inside Retail's* managing editor of features and premium.

Priceline was delighted to win the awards, which come after a year of

growth and innovation.

"This award recognises our commitment to customer-first innovation, ensuring every interaction - online and in-store - is seamless and rewarding," Priceline said of its CX Innovator of the Year award.

The Sister Club loyalty program has also worked well for Priceline.

"Our loyalty program is our superpower," said Leela Sennitt, Head of Loyalty and eCommerce.

"With nine million members, we know they are loyal to us because we truly take care of them," she continued.

"We've transformed our digital experience to be faster, simpler, and more personalised - ensuring our customers feel valued at every touchpoint."

Priceline's strong performance was key to Wesfarmers Health's growth of 5.9% in the 2023-24



financial year.

Performance was driven by price reductions on key value lines, network expansion and the launch of new and exclusive brands, with investors told this week that the brand will continue to "explore new formats".

Priceline also launched its standalone Atomica beauty and wellness stores towards the end of last year (PD 21 Jan), with more stores due to rollout in the year ahead. KB

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New sales team for a growing Alita

PHARMACY brand wholesaler Alita Sales has announced the launch of a second sales team that will be headed up by Dermal Therapy, a brand new to their portfolio.

Dermal Therapy will be joined in the health and wellbeing team by leading pharmacy brands The Man Shake, Bio Gaia, Vitaceuticals and Sentry Medical.

The personal care and beauty sales team will continue representing Natio, Boost Labs and Actor Pharma, with Boody and Rocktape to join the team in 2025.

"The launch of our second sales team is a testament to the growth and evolution of Alita Sales," said MD Nicole Holmes.

"As we celebrate five years as a company, backed by over two decades of industry experience, this step ensures we remain at the forefront of delivering exceptional value to our partners and market leading brands to our pharmacy clients while also creating new opportunities for collaboration and success."

Melatonin offsets shift work damage

MELATONIN supplementation may help offset the DNA damage associated with night shift work by boosting the body's ability to repair it, suggest the findings of a small clinical trial from Canada.

Normal night-time production of melatonin is suppressed in night shift workers, which compromises the body's ability to repair oxidative DNA damage, the by-product of normal cellular processes, heightening the risk of certain cancer in these workers, explained the researchers.

The researchers' aimed to find out if melatonin supplementation might help offset this damage by enhancing DNA repair in 40 night healthcare shift workers.

Half the participants were randomly assigned to a daily 3mg melatonin pill taken with food and an hour before going to sleep during the day for four consecutive weeks, while the other half received a placebo.

The team measured levels of 8-OHdG - an indicator of DNA damage repair capacity - in urine specimens collected before starting the trial and near the end.

Among those taking the melatonin, urinary levels of 8-OH-



dG were 80% higher during daytime sleep - indicating better repair - than those taking the placebo, but there was no significant difference in levels during the subsequent night shift.

"Increased oxidative DNA damage due to diminished DNA repair capacity is a compelling mechanism that may contribute to the carcinogenicity of night shift work," wrote the authors.

"Our randomised placebo-controlled trial suggested melatonin supplementation may improve oxidative DNA damage repair capacity among night shift workers," they concluded, adding that a larger trial is warranted.

The full paper is [HERE](#). *KB*

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APP2025 country hoedown finale

FOR some toe-tapping line-dancing fun, this year's street party will be a country hoedown taking place in the ballroom on the final night of the conference, Sat 22 Mar.

For those seeking a quieter experience, the marquee will offer acoustic tunes, a photo booth and interactive games. Tickets are available [HERE](#).



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Dispensary Corner

OZEMPIC is in the headlines again (is it ever out of the headlines?), this time for its guest appearance at the Screen Actors Guild Awards a couple of days ago.

"Ozempic arms" were out in force, with A-listers including Demi Moore, Georgina Chapman and Brooke Shields, bearing their emaciated arms.

Dispensary Corner's medical journal of choice, *The Daily Mail*, didn't go so far as to state the aforementioned stars actually used Ozempic, or any other weight loss jab, but they quoted an obesity treatment expert who said, "It's another consequence of the injections".

"It's similar to what has been seen before with Ozempic face and Ozempic butt."

Whatever those things are, they're probably not good.

The expert explained it's not an effect of the drug itself, but rather the drastic weight loss depleting fat below the skin.

It is most obvious at the joints, where there is little muscle mass, so skin stretches and sags more easily.

"If the drugs are 'abused' by people who are not overweight in order to stay extremely thin, the effect can be even more dramatic," he added ominously.

And it's not just arms, butts and faces - a US-based plastic surgeon has gone on the record saying that the skin quality of some of his patients on the jabs reminded him of "an old, overused rubber band".

So, even if you can't be too rich, it seems you can be too thin.

PRODUCT SPOTLIGHT

Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au

Revive Tears - PBS listed

Revive Tears lubricant eye drops provide long lasting and soothing relief against burning, irritation and discomfort due to dry eye.

Moisturises, comforts and refreshes tired and strained eyes.

Revive Tears helps lubricate, hydrate & protect dry eyes.

Suitable for use with contact lenses.

Contains hypromellose 3mg/g.

Suppliers: Available from Symbion, Sigma & API.

RRP: \$4.32 (available in 10ml packs).

Website: [CLICK HERE](#) for more information.



Panadol Rapid for fast relief of acute pain: New pack size

With sodium bicarbonate for faster absorption, Panadol Rapid works on pain relief 10 minutes faster than regular Panadol tablets.^{1*}

Now available in a 48-caplet pack. In QLD and WA, this is stored behind the counter and requires pharmacist consultation. In all other states and territories, it is available for self-selection.

Panadol is Australia's most trusted¹ pain relief brand.

RRP: \$13.00

Suppliers: Contact your Haleon representative.

Website: [CLICK HERE](#) for more information.



Always read the label and follow directions for use. Incorrect use could be harmful.

Panadol Rapid contains paracetamol. Use: For the temporary relief of pain. Reduces fever.

¹First of two consecutive assessments scored ≥ 2 on the VRS pain relief scale for some pain relief when taken at 1000 mg dose. ¹Reader's Digest Trusted Brand Survey 2024.

References: 1. Grattan TJ, et al. *J Clin Pharmacol* 2004;44(10):1188 (GSK sponsored).

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