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Today's issue of PD

Pharmacy Daily today has three pages of news including our weekly Health & Beauty feature.

Win with ThinOptics

Everyday this week Pharmacy Daily and ThinOptics are giving away a pair of their take everywhere reading glasses valued at \$34.95.



The first reading glasses that are ALWAYS WITH YOU. ThinOptics solve the problem of "Where are my glasses?" With ThinOptics your glasses are always with you when you need them, right on the back of your mobile phone or on your keychain. They are incredibly easy and comfortable to wear and come with a lifetime guarantee! Available in 4 powers and 2 colour options for frames, shatterproof lenses and lightweight these glasses are a must have for anyone who needs reading glasses. Visit: www.eyelogic.com.au for more. To win, be the first from WA to send the correct answer to the question to comp@pharmacydaily.com.au.

How good are the optics?

Check here tomorrow for today's winner.

Guild digital pharmacy push

THE Pharmacy Guild of Australia says community pharmacies are ideally placed to take part in a new "Small Business Digital Champions" project announced by Federal Minister for Small and Family Business, Michaelia Cash, in Melbourne yesterday.

One hundred small businesses from a range of sectors will be chosen to undergo a digital transformation valued at up to \$20,000, including hardware, software and digital skills training.

Fifteen of those selected will go on to become a "Digital Champion" and undergo their transformation in the public spotlight.

Victorian Pharmacy Guild Branch President Anthony Tassone represented the Guild at the

launch, saying it was a "great project with real potential to enhance businesses and lead by example."

"Community pharmacies have shown themselves to be early adopters of technology and are well placed to show a leadership role in digital enablement," Tassone said.

He also highlighted the focus on digital enablement in the Framework for Change under the recently released Community Pharmacy 2025 project (PD 21 Nov).

Community pharmacies are already integrating digital health records into clinical practice and using technology platforms to improve medication advice and enhance communications with patients, carers and suppliers.

"We believe there could be significant merit in having community pharmacy represented among the small business champions," Tassone said.

AUMake-JD pact

ASX-LISTED AuMake International Limited has signed a new strategic agreement with Chinese e-commerce giant JD.com, with the aim of further capitalising on the "current opportunity that exists in identifying and promoting new Australian and New Zealand brands and products in China".

The companies said the deal would see the creation of a new retail store/online platform which mirrors the existing exclusive relationship between Alibaba's Tmall and Chemist Warehouse.

AuMake will become JD's exclusive retail store partner in Australasia, while JD will provide access to its warehouse and logistics network in China.

ego the science of healthy skin

KLOXEMA
clobetasone butyrate 0.05%

DermAid
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Zatamil
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Mild strength topical corticosteroid

Moderate strength topical corticosteroid

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GO FROM STRENGTH TO STRENGTH

Topical corticosteroid options for eczema, dermatitis and other steroid responsive skin conditions.^{3,4,5}

DermAid: Use for the temporary relief of minor skin irritations, itching and rashes due to eczema, dermatitis, cosmetics, jewellery, itching genital and anal areas and sunburn. DermAid 1% cream: Apply a thin layer to affected skin 1-2 times daily as required.

Kloxema: Short term (up to 7 days) treatment of milder forms of eczema, dermatitis and other steroid responsive skin conditions.

Dosage: For 12 years and over. Apply a thin film and gently rub in, using only enough to cover the affected area twice daily for up to 7 days. **Contraindications:** Kloxema cream should not be used in patients with a history of hypersensitivity to clobetasone butyrate or to any of the excipients in the product. Psoriasis, acne, pruritis without rash, perioral dermatitis; Untreated bacterial infections such as cellulitis, folliculitis, furunculosis or impetigo; Fungal infections such as those associated with tinea (eg athlete's foot, jock itch); Viral infections including cold sores (herpes simplex), chicken pox or shingles (Varicella zoster) or vaccinia; Parasitic infestations such as scabies. Do not use on broken or infected skin or on inflamed skin near chronic ulcers. Topical corticosteroids inhibit wound healing processes and are contraindicated in skin ulcers, cuts and abrasions.

Before prescribing/recommending please refer to the full Product Information. Full Product Information is available on request from Ego Pharmaceuticals Pty Ltd. [Click here](#) for Zatamil Approved Product Information.

PBS Information: Zatamil Lotion and Zatamil Ointment 15g: Restricted benefits. Treatment of corticosteroid-responsive dermatoses. Zatamil Lotion and Zatamil Ointment 15g: Authority Required (Streamlined) for increased quantities. Refer to PBS Schedule for full authority information. Zatamil Hydrogel and Zatamil Ointment 45g: These products are not listed on the PBS.

Prepared October 2018

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THE Pharmacy Guild of Australia yesterday signed a new Memorandum of Understanding with Palliative Care Australia.



The MoU outlines a “shared commitment to work collaboratively to facilitate better outcomes for people receiving palliative care and their families and carers,” through the sharing of information and knowledge, tools and resources. It also envisions pro-active partnership approaches to advocacy, seeking funding and the development of resources, focused on achieving a supported community pharmacy sector to improve the provision of palliative care in the community and within residential care.

Activities will include advocating for appropriate remuneration of palliative care activities within the community pharmacy sector. The agreement is in effect until 30 Jun 2020, with Guild President George Tambassis **pictured** sealing the deal with Palliative Care Australia Board Chair Jane Fischer.

MyDispense honour

THE Monash Faculty of Pharmacy and Pharmaceutical Sciences has taken out silver and bronze medals at the QS Reimagine Education Awards in San Francisco for its MyDispense software.

Reimagine Education is an international competition which enhances student learning and employability.

More than 1150 project submissions were made this year across 17 different categories, with Monash’s MyDispense taking home the Silver award in the Life Sciences and Medicine category, and Bronze in the E-Learning category.

MyDispense is an online pharmacy simulation tool allowing students to practice dispensing in a safe environment, which is now used in 74 pharmacy schools globally since its 2010 launch.

New Webster-pak 28

HELPING customers prepare for their holiday is all in a day’s work for pharmacists at this time of year.



The new disposable Webster-pak 28 system (**PD** 28 May 2018) is a convenient option for patients in the community over the festive season, says medication management firm Webstercare.

The robust cardboard frame provides integrity to the pack whilst providing the convenience of being able to discard it once completed.

This makes it ideal for customers, such as those going on a Christmas holiday or going into respite, who may not be able to return folders to the pharmacy.

This option is available in a low temperature or cold-seal variation. See webstercare.com.au.

Norspan Japan deal

MUNDIPHARMA will become the exclusive Japanese distributor of Norspan Tape from 28 Feb 2019, under an agreement with Hisamitsu Pharmaceutical, which will cease selling the product.

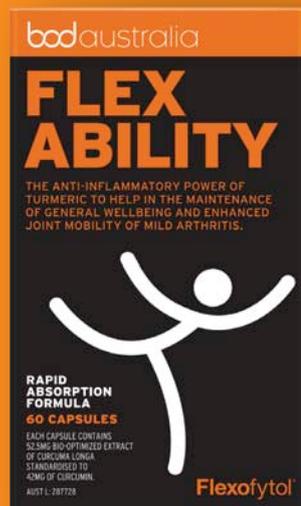
In 2011 Mundipharma acquired the marketing approval of Norspan, which is a dermally absorbed buprenorphine adhesive agent, and has now fully developed its distribution infrastructure in Japan, leading to the change.

THAN YOU alert

THE Therapeutic Goods Administration has warned that a product labelled THAN YOU tablets (**pictured**) contain the undeclared substance sibutramine.



The TGA said its investigations indicate a number of people in Australia may have bought the illegal product online.



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[Click here for more info](#)

Dispensary Corner

COULD the British health sector be moving into the 21st century?

The UK National Health Service has been banned from purchasing any more fax machines from next month, and will phase them out completely by 31 Mar 2020.

The announcement follows a Royal College of Surgeons study this year that found almost 9,000 fax machines were being regularly used across the NHS in England.

The UK Department of Health has ordered that organisations switch to more modern communications such as secure email, with a spokesperson saying faxes were a "continued risk to the confidentiality and safeguarding of patients".

However critics of the move have noted recent hacking attempts on hospital IT infrastructure, including last year's WannaCry attack during which "out-dated, redundant" fax machines ensured that blood products and medications could be ordered without delay.

AMERICAN brewer MillerCoors has given a 101-year-old man a very special birthday present, after he attributed his longevity to his daily consumption of a Coors Light beer.

Andrew Slavonic from Pennsylvania received a branded fridge full of the brew, along with other merchandise and a trip to the brewery in Golden, Colorado after the company heard of his birthday tribute to the beer.

Slavonic has cut down his drinking in recent years - he used to drink regular Coors, but switched to the light version 15 years ago when he turned 86.

Health, Beauty and New Products

Welcome to our weekly promoted feature with all the latest health, beauty and new products for pharmacy.

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

Skin Doctors superfacelift

Skin Doctors Cosmeceuticals **superfacelift** treatment is a scientifically formulated advanced micro encapsulated retinol that is activated on the skin to reduce the appearance of forehead wrinkles by up to 86% in four weeks. This face and neck lift cream will help improve cell renewal and stimulate the synthesis of collagen and elastin. The original facelift-in-a-jar firms, tones and moisturises the skin. Coupled with lactic acid it increases water-retention of the skin to plump out fine lines and wrinkles. Vitamin E helps correct UV skin damage. Used morning and night and follow up with Skin Doctors supermoist moisturisers to retain the skin treatment.



Stockist: Major wholesalers
RRP: \$59.95
Website: www.skindoctors.com.au

Kaleidoscope 6-Piece Brush kit



Pop on your rose coloured glasses and experience this colourful, **Kaleidoscope 6-Piece Brush Kit**. With soft bristles in a pink to white ombre, this kit's brushes feature transparent handles filled with bright

gems inside to create a prism of colour. Contained in a compact travel-friendly canister, these six brushes are essential and key formats for applying makeup. Take them anywhere, use them for every possible application and feel confident of your finish.

Stockist: 03 8544 8000
RRP: \$24.99
Website: www.dbcosmetics.com.au

3D White Brilliance 2 Step Whitening

Oral-B **3D White Brilliance 2 Step Whitening System** is a two-step teeth whitening system that includes a deep cleaning toothpaste and a whitening finisher. Using a gentle foaming action, the deep cleaning toothpaste provides a deep, thorough clean in hard-to-reach areas, leaving a crisp, clean feeling. The whitening treatment polishes and whitens teeth gently, helping them achieve a white shine.



Stockist: 1800 641 820
RRP: \$19.99
Website: www.oralb.com

Natralus My Little One Happy Bottom



My Little One range of products by Natralus are created and produced specifically for young children and their needs. A child's skin is very different from an adult which is why having natural and organic ingredients is essential. These won't burden or overpower their delicate skin structure. At the same time, our useful product will make sure you're removing dirt from your baby's skin and hair during bath time. For example to manage concerns around nappy-rash, protect and prevent

nasty irritations with this nourishing barrier cream - **Happy Bottom Nappy Barrier Cream**.

Stockist: 08 8382 3000
RRP: \$13.95
Website: www.natralus.com.au