

“MedView Paperless enables our staff to spend more time with customers and provide a better level of service”

TONY SARENA - TerryWhite Chemmart Southland

MedView

Paperless



## Today's issue of PD

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

## Ego QV eczema launch



**EGO** Pharmaceuticals has announced the development of a new intensive moisturising product range “clinically proven to help prevent dryness and help skin maintain optimal hydration levels”.

The new QV Intensive with Ceramides range is described as “game changing products specifically designed for use with very dry or eczema prone skin”.

Ceramides are naturally occurring lipids that make up about half of the skin's outer lipid layer and are essential in retaining moisture and supporting the skin barrier, with Ego saying the products are gentle enough to use every day.

## Consumer guide to cannabis

**THE** TGA has released a new patient information document on medicinal cannabis, noting that there is “limited evidence on its success in treating different medical conditions, or on effective forms and dosages”.

The guide gives background on studies of medicinal cannabis use to treat epilepsy, multiple sclerosis, chronic non-cancer pain, chemotherapy induced nausea &

vomiting in cancer and palliative care, reiterating that much of the research is inconclusive apart from its use for certain childhood epilepsies, where improved quality of life has been reported.

There are also details around medicinal cannabis access, advising consumers that apart from Nabiximols they are not registered medicines in Australia and none are subsidised via the PBS.

“They can only be accessed through special pathways available for unapproved medicines,” with a variety of products currently available via these arrangements and expectations that similar items made from locally grown cannabis will become available during 2018.

“There is a significant need for larger, high-quality studies to explore the potential benefits, limitations and safety issues associated with medicinal cannabis treatment across a range of health conditions and symptoms,” the guide concludes - see [tga.gov.au](http://tga.gov.au).

## NSW e-prescriptions

**THE** Federal Health Department has approved a new computer-generated prescription format for highly specialised drugs and trastuzumab.

The updated format is being phased in from this month as part of NSW Health's eMeds electronic medication management project.

More than 50 public hospitals in NSW will be using this prescription format by the end of 2018, with more to be added next year.

## Simponi PBS funded

**THE** estimated 33,000 Australians living with moderately to severely active ulcerative colitis (UC) will be pleased to learn that Federal Health Minister Greg Hunt has announced the PBS funding of Janssen's Simponi (golimumab) under certain eligibility criteria, effective 01 Jun.

Simponi works by targeting elevated levels of tumour necrosis factor (TNF), a protein which is overproduced in those living with UC, resulting in chronic inflammation.

The product is administered by subcutaneous injection every four weeks.

See the PI at [janssen.com](http://janssen.com).

## Wilson Alexion deal on

**US-LISTED** biopharma-company Alexion has announced 97.7% of Wilson Therapeutics shareholders have accepted its offer to acquire the rare liver-disorder (Wilson Disease) therapy company.

The disease affects around one in every 30,000 people worldwide.



**Most Trusted Brand Winner 2009 - 2018**

\*Australia's most trusted vitamin and supplement brand as voted by Australians in the 2009 - 2018 Readers Digest Most Trusted Survey.

## Pharmacy Alliance Aussie push



**PHARMACY** Alliance yesterday launched an initiative aiming to showcase emerging Australian products to Chinese 'Daigou' buyers via its network of more than 650 independently owned pharmacies.

The Slingshot Brand Incubation Program is a partnership with [DaigouSales.com](http://DaigouSales.com), an online sales platform sitting on the WeChat network enabling Australian businesses to set up e-stores to sell their products via Australian-based Chinese shoppers (Daigou) who buy items here and send them back home to friends, family and others.

DaigouSales.com founder Mathew McDougall said "unless you are an established brand, pharmacies and retail outlets don't want to know you...if you want to export your products overseas into markets such as China, your product's brand awareness needs to be on the rise in Australia and you need to be achieving strong local retail sales.

"This all leads to greater consumer credibility in your target export markets," McDougall said.

Pharmacy Alliance ceo Darren Dye said the initiative was a win for the group's independent pharmacy members across Australia and local small businesses.

"By creating shelf space across our network of independent pharmacies to showcase and sell emerging Australian products means we are not only offering the community the opportunity to purchase high quality items, we are also supporting growing Australian businesses," he said.

Dye said Pharmacy Alliance members would become known for stocking emerging Australian brands, which would bring traffic into the pharmacies wanting to support local products.

The Slingshot program gives brands the opportunity to put their products on consignment into the Pharmacy Alliance network, giving them brand visibility, warehousing, fully managed stock distribution and replenishment, a call centre for support and enquiry, and monthly payments.

The Daigou market is also being targeted by the Chemsave group, which last month formed an alliance with ASX-listed AuMake International (*PD* 12 Apr).

Dye and McDougall are pictured above sealing the deal at the announcement of the new Pharmacy Alliance agreement with [DaigouSales.com](http://DaigouSales.com) yesterday.

## Pregnancy CM response

**THE** Australian Self-Medication Industry (ASMI) has reminded consumers that pregnant women should always check with a healthcare professional before taking any medicine, including supplements and vitamins.

The statement followed a report earlier this month which found dietary supplementation provides no obvious clinical benefit when taken before or during pregnancy among well-nourished Australian women (*PD* 21 May).

ASMI spokesman Steve Scarff said "essential nutrients should come from a healthy diet, but repeated research studies have revealed that Australians are not meeting the recommended daily requirements".

He said while supplements were no substitute for a balanced diet,

"they do have a legitimate place in preventing a nutritional deficiency when dietary intake is inadequate.

"This could be particularly important for pregnant women who require higher levels of specific nutrients such as folic acid and iron."

Scarff particularly noted that the Royal Australian and NZ College of Obstetricians and Gynaecologists recommends a daily folic acid dose of at least 400 micrograms, while the National Health and Medical Research Council recommends pregnant women consume 27mg of iron daily, significantly more than the 18mg recommended for women under 50.

He said pregnant women should consult with health professionals about recommended supplements during pregnancy & breastfeeding.

## TWC & DB take it to heart

### TERRYWHITE

Chemmart and DB Cosmetics have partnered together to create two lipstick shades, with \$3 from every sale being donated directly to The Heart Foundation.

The limited edition shades will be available in stores for purchase from 01 Jun, with the primary focus of driving greater awareness in women to be able to recognise the



warning signs of a heart attack.

Heart attacks are a leading killer of Australian women, taking the lives of 22 females every day, three times as many women as breast cancer, the companies said.

## Win with SkinB5

This week **Pharmacy Daily** & **SkinB5** are giving away each day the Acne Control Skin Purifying Mask.

Utilising the power of vitamin B5, SkinB5's innovative Natural Acne Treatment System combines supplements and skincare to eliminate and treat the underlying causes of Acne from the INSIDE OUT.

See [www.skinb5.com](http://www.skinb5.com) for more.

To win, be the first person from WA to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

**Does SkinB5 skincare contain benzoyl peroxide?**

*Congratulations to yesterday's winner, Amanda Seeto from Good Price Pharmacy Warehouse, Ashmore.*





Stay up to date  
on the go

Download the app



## Dispensary Corner

**IN WHAT** could be regarded as a practical demonstration of irony, a young boy has been injured during a motorbike fundraiser which aimed to help pay for his hospital bills.

The benefit saw scores of riders take to the streets of the town of Manhattan in Kansas, in order to raise money for Corbyn Jensen who has undergone multiple surgeries in recent months after suffering a burst appendix.

Jensen was riding pillion on a motorcycle driven by his stepfather, Robert Adams, when it was involved in a crash with a car.

The pair were taken to a local hospital and later transferred to a bigger facility in Kansas City, with the boy released a day later.

The fundraiser has now been expanded to also help pay the medical bills of the boy's stepfather, who remains in hospital after needing surgery as a result of the accident.

**THERE'S** no doubt that smoking kills - but not necessarily quickly.

A 114-year-old South African man says he wants to quit, but can't summon the willpower.

Freddie Blom from Cape Town was born in 1904, and still smokes two to three cigarettes a day that he rolls himself by wrapping tobacco in newspaper.

"The urge to smoke is so strong...sometimes I tell myself I'm going to stop but it's just me lying to myself," he told the *BBC*.

Blom turned 114 on 08 May, with some reports saying he's now the world's oldest man.

He's been married for 48 years to wife Janetta, a relative spring chicken who is aged just 85.

## 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](mailto:newproducts@pharmacydaily.com.au)

### Hyaluro-Natural Moisturising Serum

Swisse Wellness brings its unique **Hyaluro-Natural Moisturising Facial Serum**, the perfect answer to dry skin. This skincare superhero has powerful humectant properties (basically some serious moisture-binding skills) that help skin store and retain moisture, giving it a plump and hydrated appearance. Partner to Swisse Wellness Hyaluro-Natural Hydrating Facial Mask and Hyaluronic Acid Firming Eye Serum, the Hyaluro-Natural Moisturising Facial Serum will give a dramatic transformation to crunchy, lacklustre complexion turning your face into the glowing goddess it should be.

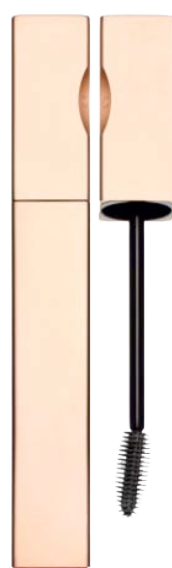
**Stockist:** Major wholesalers

**RRP:** \$29.99

**Website:** [www.swisse.com](http://www.swisse.com)



### Be Long Mascara by Clarins



Clarins **Be Long Mascara** is a smooth, creamy mascara that delivers maximum lash extension with zero effort. The innovative formula is enriched with the 'Be Long Complex', a culmination of ingredients that stimulate lash growth, while the highly concentrated colour pigments deliver an intense, deep and sublime look from the first application. Watch it flatter you most of the day and through the most demanding night-time adventures, without the dreaded smudge. This outstanding Clarins product is available in No. 1 Intense Black.

**Stockist:** 02 9663 4277

**RRP:** \$40.00

**Website:** [www.clarins.com.au](http://www.clarins.com.au)

### Sudocrem Healing Cream - Tub

**Sudocrem Healing Cream** has a gentle formula that works on all skin types assisting the pain of minor skin irritations, leaving the skin healthy, smooth and irritation free. The multi-purpose cream can act as a barrier against potentially harmful irritants and can be used as a treatment product on baby's nappy rash to ease the symptoms. Sudocrem Healing Cream will help to relieve the symptoms of mild skin disorders such as eczema, scratches, abrasions and minor burns such as sunburn. Always read the label. Use only as directed.

**Stockist:** 1800 506 750

**RRP:** from \$6.99 for 60g

**Website:** [www.sudocrem.com.au](http://www.sudocrem.com.au)



### Guess Seductive Sunkissed



**Guess Seductive Sunkissed** is a floral woody musk that smells like summer.

The fragrance opens with top notes of pear,

raspberry, black currant blossom and pink grapefruit and heart notes of jasmine, Brazilian orchid and vanilla. The base notes include musk, teide violet and macassar ebony. Housed in a bottle that captures the essence of retro glamour. The eye-catching carton is dressed in a graphic black and white polka dot pattern and sealed with a lipstick charm.

**Stockist:** 1800 812 663

**RRP:** \$65.00

**Website:** [www.coty.com](http://www.coty.com)