

## Today's issue of PD

*Pharmacy Daily* today has two pages of news including our weekly **Health & Beauty** feature plus the latest **MIMS Monthly Update**.

## Brace for opportunity

**ORTHOPAEDIC** rehabilitation company DJO Global has announced its entry to Australian pharmacy with its product suite DonJoy, saying it is the number one brand in sports medicine worldwide.

DonJoy are premium clinical-grade Bracing and Supports which dovetail into the sports and pain management categories and the products will be promoted by Pharmabroker: 02 8878 9763 and see more at [djoglobal.com](http://djoglobal.com).

## ResMed acquisition

**AUSTRALIAN** and New York listed medical devices company ResMed has completed its \$225m acquisition of US digital therapeutics company Propeller Health.

The company's focus includes support for COPD and other chronic diseases with the aim of keeping patients out of hospitals, reducing the overall cost of healthcare.

## Symbion supports Starlight

**SYMBION** Hospital Services has made a special donation to the Queensland branch of the Starlight Children's Foundation to help brighten the lives of seriously ill children and their families.

Funds were raised by staff and visitors to their annual fundraising

## UK pharmacy reform plan

A **NEW** long-term plan released by England's National Health Service has promised to explore "further efficiencies" in community pharmacy, including significant reforms to how pharmacy services are reimbursed.

Plans include the funding of "expanded community multidisciplinary teams" including pharmacists, GPs and allied health professionals, as part of measures to "finally dissolve the historic divide between primary and community health services".

The intention of the review proposal is to seek ways to more fully utilise the skills pharmacists can bring to the community and to more fully engage patients in the management of their own health.

In this way the NHS hopes to "improve the effectiveness" of public health programs such as health checks.

Community pharmacists, voluntary sector partners and GPs will be engaged to assess patients for "high-risk conditions", such as high blood pressure, raised cholesterol and atrial fibrillation.

The program would also see the creation of "pharmacy connections

schemes" set up by clinical commissioning groups for patients who don't need primary medical services.

Referrals from the NHS "111" health call centre service will send patients to community pharmacies who support urgent care and promote patient self-care and self-management, the proposal document specified.

Clinical pharmacists get a strong mention throughout the document especially those employed within doctors' surgeries, elevating them as "a key part of the general practice team in primary care networks".

NHS plans to provide funding to support more such inserted pharmacist roles.

The NHS also proposes to align pharmacists with aged care homes as announced originally by Prime Minister Theresa May in Nov.

This will result in care home residents getting "regular clinical pharmacist-led medicine reviews where needed".

The final focus of the NHS document was economics - the Government body intends to minimise the routine prescribing of "low-clinical-value medicines" to save more than £200m a year.

The latest treatments to be given "low priority for NHS funding" included amiodarone, dronedarone and emollient bath products.

See the NHS long-term plan at [longtermplan.nhs.uk](http://longtermplan.nhs.uk).

## Back to School offers

**DUE** to popularity *Pharmacy Daily* will again be running another special 'Back to School' feature next Tue giving health and wellness companies the opportunity to showcase relevant products.

To jump on the opportunity, contact our marketing department but be quick, there are very few spots left.

Contact Mel via email on [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au) for details around format and timing of material for inclusions.

## Guardian loyalty lifts

**GUARDIAN** Pharmacy is celebrating the success of its Caring4Community (C4C) in-store initiative which has lifted customer loyalty while raising more than \$4,500 donated to local groups.

Pharmacy participation in the program has doubled in less than twelve months.

Organisations benefiting from donations include Cystic Fibrosis charity '65 roses,' Meals on Wheels Toowoomba, Guardian Angels, Camp Quality, St Vincent De Paul, Midwest Charity Begins at Home and the Delta Society.

Guardian Pharmacy General Manager Brian Tomlin said that the program had also exceeded expectations in terms of providing a way to inspire teams with relevant sales tools and empower them to proudly own the program in-pharmacy, drive sales and support a good cause in the process.



## Win with Dermal Therapy

Everyday this week Pharmacy Daily and Dermal Therapy are giving away a selection of the pictured products to the value of \$45.

**Dermal Therapy Heel Magic** is a convenient, easily applied treatment for feet with dry skin or rough heels. Rich moisturising ingredients, including Shea Butter and Olive Oil to help provide all the attention your feet need to make them look and feel great. Clinically tested to hydrate rough, dry heels with a paraben free formula, this easy to use, no-mess stick applicator is diabetic friendly and small enough to fit in your bag. Visit [www.dermaltherapy.com.au](http://www.dermaltherapy.com.au) to find out more.

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

Is Heel Magic diabetic friendly?

Congratulations to yesterday's winner, Noeleen Morris.

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## Dispensary Corner

**WHAT** are the most obvious signs of sex appeal?

One sign females can look for is the deep voice of a man, which scientists say may possibly indicate a healthier male.

Researchers have shown that males with lower voices had more antibodies in their throats and could more easily ward off infection.

Forget the old testosterone story; a healthy body is apparently more sexy than bulging biceps or balding pates.

And another study ([CLICK HERE](#)) postulated that the deep voice evolved to intimidate other men, according to a published paper in *The Guardian*, referencing English actor Benedict Cumberbatch ([pictured](#)) over horse jockeys.



**WHILE** health experts are calling for non-judgemental expressions and destigmatisation of language around conditions of ill-health (see Weekly Comment, *PD* Monday), language around retailing appears to be developing at an equal rate.

While "click bait" was always a goal of online retailers, it now appears that "brick bait" is the focus for bricks and mortar sellers.

Three high-success approaches are: creating a homely feel where the store looks "comfortable" and "secure"; giving customers some free reign with less pushy salespeople; and providing high-end "VIP environment" outlets.

## 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)

### Botanical Lime & Coconut Body Wash

Sukin Botanical Lime & Coconut Body Wash is a body wash with refreshing lime and coconut to stimulate the senses and revive a tired body. The botanical formula contains jojoba, avocado and rosehip oils to soften, hydrate and purify skin, leaving it silky smooth and sporting a healthy glow. When the skin is rejuvenated the whole body feels renewed and ready to face the rigours of yet another busy stress-challenged day. Note that Sukin Botanical Lime & Coconut Body Wash is also free from paraben and sulphates.

**Stockist:** 1300 858 898  
**RRP:** \$11.95 500mL  
**Website:** [www.sukinnaturals.com](http://www.sukinnaturals.com)



### Heated Eyelash Curler - 1000 Hour



1000 Hour Heated Eyelash Curler safely lifts and curls lashes without crimping or breaking. Quick and easy to use, it comes with a AAA battery and bonus cleaning brush. Built to last and perfect for purse and travel, this curler suits the girl-on-the-go and the lass with wanderlust. No chemicals or make-up are applied. For best results, apply 1000 Hour Eyelash Dye to lashes prior to using the Heated Eyelash Curler.

Start curling 15 seconds after switching power on and follow pack instructions.

**Stockist:** 02 9526 0777  
**RRP:** \$19.99  
**Website:** [www.1000hour.com.au](http://www.1000hour.com.au)

### GAIA made for men Conditioner

GAIA made for men Conditioner is a light conditioner that nourishes hair, leaving it soft and shiny without oiliness. It also helps promote elasticity and tame any frizziness, while maintaining a healthy scalp. Organic avocado oil is rich in vitamins A, C and E, protein and amino acids for conditioning and softening hair. Pro-vitamin B5 further hydrates the hair, helping it appear thicker and promoting elasticity to make combing easier, while wheat protein promotes suppleness and resilience. Suitable for skin affected by psoriasis or eczema.

**Stockist:** 03 9703 1707  
**RRP:** \$11.95 150mL  
**Website:** [www.gaiaskinnaturals.com](http://www.gaiaskinnaturals.com)



### Contour Palette - Nude by Nature



Nude by Nature Contour Palette is a palette with three shades to contour, bronze and highlight the face, matching any occasion. The lightweight formula blends effortlessly to define and illuminate the face for a deeper, matte, high-intensity look. This specialised Nude by Nature formula is enriched with Kakadu plum, quandong and desert lime, vitamin E, avocado oil, jojoba oil, shea butter, cehami extract and carnauba wax to nourish the skin, making this contour palette both a cosmetic and a skin conditioner.

**Stockist:** 1300 366 147  
**RRP:** \$39.95  
**Website:** [www.nudebynature.com.au](http://www.nudebynature.com.au)

## New Products

- **Avanafil (Spedra)** is a reversible inhibitor of cGMP-specific phosphodiesterase type 5 (PDE5). When sexual stimulation causes the local release of nitric oxide, inhibition of PDE5 by avanafil produces increased levels of cGMP in the corpus cavernosum of the penis. This results in smooth muscle relaxation and inflow of blood into the penile tissues, thereby producing an erection. Avanafil has no effect in the absence of sexual stimulation. Spedra is indicated for treatment of erectile dysfunction in adult males. Spedra is contraindicated with the following: coadministration with nitrates, nitric oxide donors or organic nitrites in any form (either regularly or intermittently), guanylate cyclase stimulators (eg riociguat), potent CYP3A4 inhibitors; patients in whom sexual intercourse is inadvisable due to cardiovascular risk factors; cardiac conditions (unstable angina, angina with sexual intercourse, congestive heart failure (New York Heart Association  $\geq$  class 2); MI, stroke, life-threatening arrhythmia, coronary revascularisation in last 6 months; resting hypotension (BP < 90/50 mmHg), hypertension (BP > 170/100 mmHg)); severe hepatic impairment (Child-Pugh C); severe renal impairment (creatinine clearance < 30 mL/min) - CKD stage 4 or end stage renal failure (CKD Stage 5); loss of vision in one eye because of non-arteritic anterior ischaemic optic neuropathy (NAION), regardless of whether this episode was in connection with previous PDE5 inhibitor exposure; known hereditary degenerative retinal disorders. Spedra tablets contain avanafil 50 mg, 100 mg or 200 mg in a pack size of 4.
- **Cerliponase alfa (rch) (Brineura)** is a recombinant form of human tripeptidyl peptidase-1 (rhTPP1). The activated proteolytic enzyme (rhTPP1) cleaves tripeptides from the N-terminus of the target protein with no known substrate specificity. Inadequate levels of TPP1 cause neuronal ceroid lipofuscinosis type 2 (CLN2) disease, resulting in neurodegeneration, loss of neurological function and death during childhood. Brineura is indicated for the treatment of CLN2 disease, also known as TPP1 deficiency. Brineura must only be administered by a trained healthcare professional knowledgeable in intracerebroventricular administration in a healthcare setting. Brineura is contraindicated in CLN2 patients with ventriculo-peritoneal shunts; Brineura must not be administered as long as there are signs of acute intracerebroventricular access device leakage, device failure, or device related infection. Brineura solution for injection contains cerliponase alfa 150 mg/5 mL in a pack size of 2 vials plus flushing solution 5 mL 1 vial.
- **Durvalumab (rch) (Imfinzi)** is a fully human, high affinity, monoclonal antibody immune checkpoint inhibitor that blocks the interaction of programmed cell death ligand-1 (PD-L1) with PD-1 and CD80 (B7.1). Blockade of PD-L1/PD-1 and PD-L1/CD80 interactions enhances anti-tumour immune responses, including tumour elimination. Imfinzi is indicated for the treatment of locally advanced or metastatic urothelial carcinoma with disease progression during or following platinum containing chemotherapy, or disease progression within 12 months of neoadjuvant or adjuvant treatment with platinum containing chemotherapy. This indication is approved based on objective response rate and duration of response in a single arm study. An improvement in survival or disease related symptoms has not been established. Imfinzi is also indicated for the treatment of locally advanced, unresectable NSCLC in disease that has not progressed following platinum based chemoradiation therapy. Imfinzi concentrated solution for infusion contains durvalumab 120 mg (2.4 mL) or 500 mg (10 mL) in a pack size of 1 vial.
- **Safinamide (mesilate) (Xadago)** is a highly selective and reversible  $\alpha$ -aminoamide derivative monoamine oxidase B (MAO-B) inhibitor that causes an increase in extracellular levels of dopamine in the striatum. MAO-B is inhibited with more than 1000-fold selectivity over MAO-A. Safinamide is also associated with state and use dependent inhibition of voltage gated sodium ( $\text{Na}^+$ ) channels, calcium ( $\text{Ca}^{2+}$ ) channel modulation and inhibition of glutamate release. Xadago is indicated for the treatment of adults with fluctuating idiopathic Parkinson's disease (PD) as add-on therapy to a regimen that includes levodopa. Xadago is contraindicated with concomitant treatment with other MAO inhibitors (at least 7 days must elapse between treatments), pethidine (at least 7 days must elapse between treatments); severe hepatic impairment; albinism, retinal degeneration, uveitis, inherited retinopathy or severe progressive diabetic retinopathy. Xadago tablets contain safinamide 50 mg or 100 mg in a pack size of 30.
- **Tafenoquine (succinate) (Kodatef)** is an antimalarial that kills the developing asexual, developing exoerythrocytic, and latent hypnozoites of malaria parasites. The mechanism of action is unknown, but is hypothesised to involve redox reactions. Kodatef is indicated for the prevention of malaria in adults  $\geq$  18 years of age for up to 6 months of continuous dosing. Kodatef is contraindicated in G6PD deficiency or unknown G6PD status due to the risk of haemolytic anaemia; pregnancy and lactation; current or history of psychosis; known hypersensitivity to other 8-aminoquinolines. Kodatef is not intended for treatment of acute malaria. Relevant clinical guidelines should be used for management of acute malaria, including subjects who develop acute malaria while taking Kodatef for prophylaxis or in instances of relapse of malaria following cessation of prophylaxis with Kodatef. Kodatef tablets contain tafenoquine 100 mg in a pack size of 8 and 16.

## New Indications

- **Daratumumab (rch) (Darzalex)** is now indicated for treatment in combination with bortezomib, melphalan and prednisone of newly diagnosed multiple myeloma in patients ineligible for autologous stem cell transplant.
- **Emicizumab (rch) (Hemlibra)** is now indicated for routine prophylaxis to prevent bleeding or reduce the frequency of bleeding episodes in adult and paediatric patients with haemophilia A (congenital factor VIII deficiency) without factor VIII inhibitors.
- **Ipilimumab (rch) (Yervoy)**, in combination with nivolumab (rch) (Opdivo), is now indicated for the treatment of unresectable or metastatic melanoma. The approval of this indication is based on a prespecified comparison to ipilimumab monotherapy. All analyses comparing nivolumab monotherapy with the nivolumab/ipilimumab combination are descriptive. Ipilimumab (rch) (Yervoy), in combination with nivolumab (rch) (Opdivo), is now also indicated for the treatment of intermediate/poor risk, previously untreated advanced renal cell carcinoma.

- **Tofacitinib (citrate) (Xeljanz)** in combination with conventional synthetic disease modifying antirheumatic drugs (DMARDs) is now indicated for the treatment of active psoriatic arthritis in adults who have had an inadequate response to a prior DMARD therapy.

## New Contraindications

- **Atazanavir (sulfate)/cobicistat (Evotaz)** should not be used in combination with glecaprevir/pibrentasvir because of the increased risk of ALT elevations due to an increase in glecaprevir and pibrentasvir plasma concentrations. Coadministration of Evotaz with the antipsychotic lurasidone is contraindicated due to the potential for serious and/or life-threatening events or loss of virologic response and possible resistance.
- For **doxycycline hyclate (hydrochloride) (Doryx)**, the concurrent use of tetracycline and methoxyflurane has been reported to result in fatal renal toxicity.
- **Fosamprenavir (calcium) (Telzir)/ritonavir** must not be administered concomitantly with the antipsychotic medicinal product lurasidone.
- **Human normal immunoglobulin (Privigen)** is contraindicated with hyperprolinaemia type I or II.
- **Imipramine hydrochloride (Tofranil)** is now contraindicated in children under 18 years of age for the treatment of depression or other psychiatric disorders.

*This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.*