



Today's issue of PD

Pharmacy Daily today features four pages of news, including our new **Beauty & Wellness** feature plus full pages from:

- Gluco Beans
- TerryWhite Chemmart

Happy holidays!

THERE will be no issue of *Pharmacy Daily* published tomorrow or Mon due to the Easter long weekend.

The next issue of *PD* will be published on Tue 11 Apr.

From everyone at the team, we hope you have a happy and safe Easter.

Beauty & Wellness

WE RECENTLY launched our dedicated beauty and wellness page for all pharmacy staff with news and trends across this ever expanding sector.

We'd love to hear your feedback on what you would like to read more in this section, or more broadly in the *PD* edition, and to submit news for the page, [CLICK HERE](#).

Guild pushes to lower co-payments

A CAMPAIGN to bring down the cost of medicines has been relaunched by the Pharmacy Guild of Australia.

The Guild's new push of its successful 'Affordable Medicines Now' campaign to reduce the maximum co-payment of PBS medicines from \$30 to \$19 comes following fresh reports of Australians going without medicines and visits to their healthcare professionals because of the rising cost of living.

The latest figures from the Australian Bureau of Statistics support this by showing that over 700,000 Australians either delayed or went without their prescription medication in the financial year 2021/22.

The Pharmacy Guild National President Trent Twomey says the reports are correlating with what patients are telling their local community pharmacists about medicine affordability.

"Sadly, the recent successive rises in interest rates coupled with high inflation are eating away the gains we made in our campaign which successfully brought down the co-payment from a maximum of \$42.50 to \$30.



"We have made no secret that we have wanted to go further and reduce the cost by another \$11 to bring the maximum co-payment down to just \$19, so more Australians can afford medicines for themselves and their families," Twomey said.

He added that the Guild is determined to get the government to listen to its renewed campaign and has deployed resources to ensure its voice is heard.

"We've written to every Federal minister across Australia asking them to back us to help Australians

afford their own medicine.


"Both sides of politics say our health is a priority.

"Well, let's see if they are willing to put their money where their mouth is and support a fair reduction to the cost of medicines," Twomey said.

He also said this is just the start of a long campaign to bring the co-payment down further.

"We are prepared to campaign as long as it takes to ensure Australians get a fair go on medicine affordability," Twomey concluded.


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CW's winning efforts gets Pride award

AT THE Australian Pride in Health + Wellbeing Awards held yesterday, Swapna Chaudhary from Chemist Warehouse was celebrated for her impressive innovation efforts in developing Australia-wide training to address knowledge gaps about trans healthcare for pharmacists, receiving the LGBTQ Inclusive Innovation Award.

Claire Allen, National Program Manager of Pride in Health + Wellbeing, said: "The Pride in Health + Wellbeing Index has continued to reflect a tangible shift in practice towards greater LGBTQ inclusion across workforces and service delivery. "These awards provide important acknowledgement and celebrate the many achievements leading to greater inclusion of LGBTQ people."



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New PSA CEO appointed

THE Pharmaceutical Society of Australia (PSA) has today announced (*PD Breaking News* today) the appointment of Steve Morris as its incoming Chief Executive Officer.

Morris is a registered pharmacist with more than 20 years' experience in senior health executive roles, including as the former CEO of NPS MedicineWise and more recently Arthritis South Australia.

He's also served as South Australia's Chief Pharmacist, was the inaugural Executive Director of SA Pharmacy, and holds an adjunct Associate Professor position within the Pharmacy Department at the University of South Australia.

PSA National President, Dr Fei Sim, said "we are excited to have someone of Steve's experience to join PSA to lead pharmacists through an exciting time for the profession".

Taking on the position from outgoing Mark Kinsella, Morris will commence in his role on 19 Jun.

"There has never been a more exciting time to be a pharmacist," Morris said.

Consumer Healthcare Products (CHP) Australia thanked outgoing Chief Executive Officer Mark Kinsella and congratulated Morris on his new appointment.

CHP Australia recognised Kinsella's efforts for his collaborative, effective and strong leadership of the PSA since his appointment in 2019.

A CHP spokesperson explained that Kinsella saw the PSA through the massive pressures and changes



to the sector during the COVID-19 crisis, and his efforts in this time contributed toward better health outcomes for all.

Morris' extensive experience has seen him support pharmacy and the health sector passionately for two decades, the spokesperson said.

With extensive changes in the pharmacy sector underway, CHP stated that its members are enthusiastic to work together with Morris and the PSA during this exciting time.

CEO Dr Deon Schoombie said, "Steve Morris has already made a significant contribution to the health sector in Australia and abroad.

"CHP Australia and the PSA have enjoyed a productive and collaborative relationship under Mark Kinsella's leadership, and we look forward to continuing that relationship under Steve Morris' leadership."

Morris added "it's both humbling and an honour to be able to serve my pharmacy profession and the Australian community in this way".

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APP winners 'stunned and speechless'

THE two winners of the APP2023 international tropical holiday prizes were left 'speechless and stunned' when their names were pulled out of the hat last week.

The first winner, from Autumn Place Pharmacy, was lost for words when they were told they had been selected.

The second winner, Mario Atmaja a pharmacist from 7 Day Spearwood Pharmacy in Western Australia, was elated when hearing the news.

"It's a great surprise indeed.

"I'm looking forward to the trip but the hardest part will be deciding who I should take to the Maldives!

"I wasn't expecting to win it considering the odds," Atmaja said.

From across the country more than 2,600 entries were received to win one of two ultimate tropical destination holidays - an all-inclusive holiday to Club Med Maldives valued at over \$10,000 each.

Each holiday package includes:

- two x adult return economy class airfares with Singapore Airlines to Male;
- airport to resort/resort to airport speedboat transfer;
- five nights in a deluxe beachfront terrace;
- all-day gourmet dining;
- premium all-day open bar;
- complimentary access to over 60 sports and activities; and
- free day and night time entertainment at the resort.



APP2023 Convenor Kos Sclavos AM thanked the thousands of community pharmacists and industry professionals who attended APP this year and those who entered the once-in-a-lifetime holiday experience.

"APP2023 was extremely memorable for me after witnessing more than 7,400 pharmacy professionals turn up in record numbers and reconfirm the profession's desire to reconnect with one another and learn more about clinical governance and the exciting changes happening across the healthcare sector.

"This year, it is really exciting to give away not just one amazing tropical holiday but two tropical holidays!

"Congratulations to our two winners," said Sclavos.

He added that the next big industry events are [Pharmacy Connect](#) and the [Pharmacy Assistant National Conference](#) at the Hyatt Regency in Sydney from Thu 31 Aug to Sun 02 Sep.

Early bird registrations are now available.

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Editor's Choice: Everyday just got better with frank body

EVERYDAY by frank body has launched with four brand new product ranges - Clearing, Hydrating, Brightening and Nourishing.

Each of the four ranges has its own colour and fragrance and has been formulated by frank body to meet consumers' specific skincare needs at affordable prices from \$14 to \$16.

The Clearing range is designed to help balance oil and sebum production, and prevent skin congestion.

From blocked pores, to acne, it's all about clearing, healing and preventing breakouts.

The Hydrating range provides hydration and prevents loss



of moisture and is suitable for sensitive skin and thirsty skin that wants something hydrating but not rich and oily.

The Brightening range is vitamin C boosted and is made to help treat hyper-pigmentation and brighten skin tone.

With soothing ingredients to support dry and sensitive skin, Nourishing has the thickest texture but is still lightweight to use every day, for those looking to soothe away skin concerns.

Exclusively sold in Priceline and on the brand's site.

Staying ahead of curve



THE pink trolleys were back once again at Priceline's The Beauty Prescription Live tradeshow, returning for its 10th bi-annual event in Sydney last week.

The Priceline event saw over 200 media and influencers attend, showcasing the latest cult-worthy products from 59 brands - including 19 Priceline exclusive brands such as, Clear Skincare, Georgieman, MP Cosmetics, No7, NYX Professional Makeup and The Fix.

New brands Everyday by frank body, Hey Bud, Software Skin and tbh Skincare joined the Priceline family.

The day began with an insightful panel presentation hosted by Priceline Head of Marketing Gabrielle Tully, where Priceline Pharmacy General Manager - Customer Operations Cathi Scarce shared her learnings from a recent retail study tour in the United States.

"The innovation we saw overseas, from virtual reality product trialling, to skin scanning and new product formats, was incredible.

"We're constantly on the lookout for new ideas that we can introduce into our stores to remain ahead of the curve.

"There's a lot to look forward to," Scarce said.

Go to a 'Savvy' drink

SAVVY Beverages was launched to address the pain point of many working Australians, which is that it's become harder to meet the cognitive demands of today's stressful world.

Founder and former lawyer Mark Curry who faced burnout said the beverages are a blend of ingredients such as Ashwagandha, *Rhodiola rosea*, lion's mane mushroom, L-theanine, Panax ginseng, creatine, green tea extract, natural caffeine, vitamins B1, B2, and C.



Get plumped and help the planet stay healthy



ANTIPODES has launched Lime Caviar Collagen-Rich Firming Cream, its most sustainable product to date.

The formulation is 100% natural-origin, certified by BioGro Organic, and the brand's first release to feature 100% plastic-free packaging.

The New Zealand brand has achieved a much-lauded closed-loop process, with 100% biodegradable ingredients, plastic-free, and recyclable packaging.

It has been achieved with Lime Caviar Collagen-Rich Firming Cream, the first Antipodes product to feature a plastic-free lid.

The brand is also working towards its B Corp certification, the highest standard for socially responsible businesses.

The daily cream, that retails for \$56, targets the three signs of ageing and claims to support the skin's collagen production, smoothing wrinkle appearance, and plumping skin for a youthful glow.

In studies, Lime Caviar was also shown to stimulate type one collagen production by 65%.

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Dispensary Corner

THE health benefits of ginger have long been touted, particularly by practitioners of Traditional Chinese Medicine.

However, a crackdown on a recent wave of so-called “sushi terrorism” in Japan has meant increased risks in consuming the remedy - at least for two men who were arrested in Osaka last week after using their chopsticks to eat pickled ginger directly from a communal container at a beef bowl restaurant called Yoshinoya.

The pair have been accused of destroying property and obstructing business after posting a clip of their prank on social media.

“I wanted to make people laugh,” one of the alleged offenders told police, according to the *Kyodo* news agency.

It was the latest incident in a wave of similar gross social media posts, one of which showed a teenager licking the open lid of a communal soy sauce bottle, and another in which a mischief maker licked his finger and then touched items on a sushi conveyor belt which were on their way to other customers.

Yoshinoya, which operates about 1,000 eateries across the country, confirmed that after becoming aware of the ginger incident it was forced to temporarily close the Osaka outlet for disinfection and also replace the pickled ginger.

The wave of misconduct has also led share prices of publicly listed restaurant chains in Japan to decline by about 5%.

Have a choccy and a healthy heart too

PHARMACY customers can have their choccy eggs and their heart health too by taking up the Heart Foundation’s Heart Healthy Eating Pattern this Easter.

The foundation’s senior dietitian, Jemma O’Hanlon explained that “a heart healthy eating pattern acknowledges that the whole of what we eat is more important than any single food in isolation, or on a particular day.

“Eating from the main food groups regularly and only occasionally having discretionary foods helps make positive and lasting changes to a person’s diet.

“People can also use these groups to substitute a healthier ingredient into their favourite meals - whether it’s brown rice instead of white rice, olive oil instead of butter, or lentils to help bulk up their bolognese, and provide much needed fibre - the Heart Healthy Eating Pattern is easy to follow and fun to experiment with.”

And what about those Easter choccy eggs?

O’Hanlon explains that a Pattern trumps a fad diet because it focuses on creating good eating habits, and not excluding foods.

“Diets are like really hard video games: one wrong move and they tell you it’s game over,” she said, “and as a result people are more likely just to give up than try again.

“A Heart Healthy Eating Pattern helps you to eat healthy more often than not, in a world where holiday and birthday celebrations with discretionary foods is common.

“For most of the year people will be eating the best possible foods to protect their heart, and don’t need to feel bad about enjoying a little chocolate at Easter, some treats at other festive times, and a piece of cake on their birthday.”

Heart Foundation’s top five healthy heart tips include:

- **Shape the home environment**
“It’s often the foods that we surround ourselves with that we tend to eat the most,” O’Hanlon said.
“This means we can feel empowered to design our home environment in a way that supports our heart health.
“Keep fresh fruit handy in a big bowl on the kitchen bench, and keep chocolates in the cupboard so you’re not constantly tempted by them.”
- **Go dark**
“Dark chocolate is the better chocolate choice as it’s higher in cacao, which is rich in antioxidants.
“Try 70% or greater dark chocolate, it will give you a real chocolate hit and chances are

won’t feel the need to eat too much in one sitting.”

- **Make a personal rule: pair with whole foods**
“Serve a couple of small dark chocolate eggs on an entertaining platter with a range of vibrant coloured fruits, vegetables, cheese and nuts.
“You’ll get to enjoy a variety of delicious foods and the whole family can dig in and enjoy them together.”
- **Sharing is caring**
“Share chocolates around to reduce the quantity somebody may otherwise consume.”
- **Cook with cacao**
“Think about other ways to get your chocolate fix such as adding a teaspoon of cacao powder to dishes like porridge, or a cup of warm milk,” O’Hanlon said.



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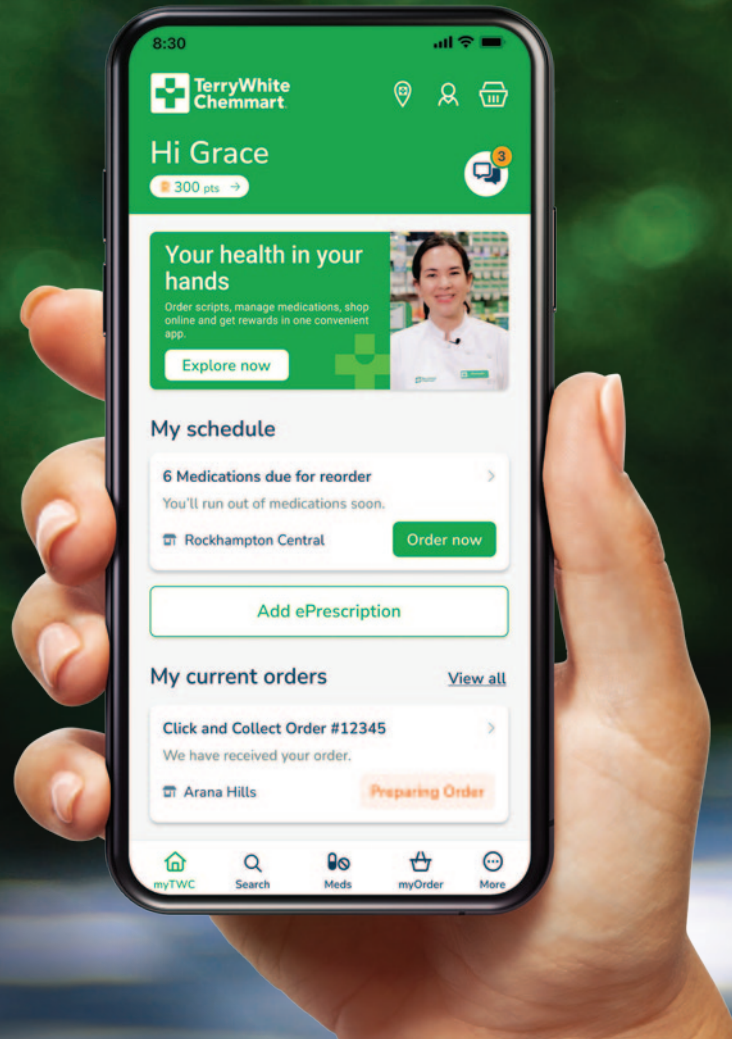
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