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For use when iron deficiency or iron deficiency anaemia has been diagnosed by your doctor and a therapeutic iron supplement is recommended. Always read the label and follow the directions for use. If symptoms persist, worsen or change unexpectedly, talk to your health professional. *Vitamin C has been shown to enhance the absorption of iron when taken together.



Eye infection alert

SWIMMERS should take off contact lenses before entering the water to avoid picking up an *Acanthamoeba* infection, according to UNSW researchers.

Researchers have identified the microorganism *Acanthamoeba*, which causes an extremely rare but potentially sight-threatening eye infection in seawater at four NSW coastal sites.

See more [HERE](#).

Raising funds for next Canberra rally

THE Community And Pharmacy Support Group (CAPS) is attempting to raise funds to hold their next rally against the 60-Day Dispensing policy, in Canberra at Parliament House, on 04 Sep.

The rally called #TheTruthCampaign, follows the 'Walk for Awareness' held on 17 Aug in Sydney (*PD* 18 Aug), attended by approximately 1,500 people, including the Deputy Opposition Leader MP Sussan Ley and State NSW Shadow Minister for Health Matt Kean (**pictured** right).

CAPS group representative Emil Demyane, who owns an independent pharmacy, announced that the CAPS group won't stop until the Government pauses and consults with the sector.

"We ask that the Government pause and consult with us on the 60-Day Dispensing policy and work with us on implementing a new Community Pharmacy Agreement."

"There is a way to deliver cheaper medicines to everyone - not just a few," said Demyane.

"The Labor Government says this policy will benefit six million people, but the question should be which six million?"

"Under double dispensing, those who really need cost-of-living relief will not get it."

CAPS group representative



Christine Kelly, also an independent pharmacy owner, says that women are set to lose the most under the 60-Day Dispensing policy.

"Most job losses caused by the 60-Day Dispensing policy will be women who have entered the industry as they need the flexibility.

"Talking to other pharmacy owners, shifts are already being cut and hours of operation reduced as we can't afford the wages with the loss of revenue," Kelly added.

The Canberra rally will happen at Federation Mall (Parliament House), and independent pharmacies are being asked to contribute to the cause to help pay for buses to the event from surrounding cities and the Canberra airport, marketing materials and event coordination, Kelly said.

"This is a small outlay to



help rectify a policy that has a devastating impact on our industry.

"If we can get the Labor Government back to the drawing board we can save pharmacies from closing, prevent job losses and continue to provide a high level of care for our communities.

"The money donated is being tracked and recorded by a bookkeeper, as we are all just volunteers," Kelly explained.



Today's issue of *PD*


Pharmacy Daily today features three pages of news, including our **Beauty & Wellness** feature, plus a full page from **PharmXchange**.

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Together we can®

Editor's Choice: Creamy suede that dries as matte with no fade



THE Revlon ColorStay Suede Ink Lipstick aims to deliver vivid matte colour that lasts up to eight hours.

The concentrated pigment blend offers vivid, opaque matte colour that goes on like creamy suede, dries as matte and doesn't fade.

The Revlon lipsticks have vitamin E to condition and protect lips for a lightweight, naked lip feel.

An added primer complex, similar to

face and skin primers, smooths and bonds the Revlon formula to lips while gripping colour pigments to extend wear and prevent transfer.

Designed to inspire and empower, Revlon's new lipsticks are confidence in a tube.

The 18-shade range provides the perfect selection of colour options to lift the mood and give the wearer the power to be bold, no matter what challenges are thrown at them through the day.

Available in 18 vivid shades and retailing from \$29.95, each of the lipsticks has a colour-matched cap and compact tube to create a modern feel while making it easier to find the perfect shade.

Exclusive to pharmacy

CHEMISTS' Own has announced the launch of its very own vitamins range, Provance.

Aiming to offer professional-grade formulations at more affordable prices, the launch range includes eight products to support



several health areas, from immunity through to sleep, joint health, and stress.

"For 28 years, we have been providing Australians with over-the-counter pharmacy medications that offer value for money, without sacrificing quality," said Daniela Priekopa, General Manager, Marketing, Chemists' Own.

"With the cost of living on the rise, we're delighted to be introducing a premium vitamins range with professional-grade formulations available exclusively through community pharmacies nationally," she explained.

The Chemists' Own Provance vitamins product range includes CoQ10 Ultra, 30 capsules, RRP: \$33.99; Immune Defence, 60 capsules, RRP: \$33.99; Sleep Forte, 60 capsules, RRP: \$47.99; Magnesium Forte, 60 capsules, RRP: \$27.99; Magnesium Ultra, 180g, RRP: \$36.99; Magnesium Relax, 120 capsules, RRP: \$57.99; Vitamin C GMO Free, 120 capsules, RRP: \$18.99; and Joint Health, 90 capsules, RRP: \$48.99.

Long-lasting hydration

THE AHC Youth Focus Collection includes its Youth Focus Toner 130ml (RRP: \$69), which features the next-gen Pro Retinal 11X and AHC's retinal delivery system to help increase absorption and provide long lasting hydration that keeps skin looking healthy, smooth, and glowing.

Usage: After washing the face, apply a moderate amount of the product on a cotton pad, wipe the facial skin outward and allow to absorb.



Reinventing sleep tests with no messy wires

Sleep Apnoea testing just got easier for pharmacies with the launch of the Sunrise Home Sleep Apnoea Test which gets rid of messy wires and delivers patient results the next day.

The product has been validated by several clinical research journals over the past decade, and with data from over 60,000 participants from hospital and home sleep studies.

Using AI technology, the Sunrise Home Sleep Apnoea Test is a precise and easy-to-use device developed in Europe, and has TGA approval for adults, and even children aged three years and up.

The Sunrise product is available as an over-the-counter, single-use, disposable test.

The product attaches to the chin and results are available via its









SmartApp, which can be sent to all health professionals, such as GPs, pharmacists, and specialists.

Pharmacies can stock the Sunrise Home Sleep Apnoea Test which retails for \$199, by contacting RespectSleep, [HERE](#), or by calling the company on 1300 165 061.

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Dispensary Corner

NEUROSCIENTISTS are claiming a breakthrough after they managed to digitally “reconstruct” a song by iconic rock band Pink Floyd simply by analysing the brain activity of listeners in a study.

Twenty-nine people were undergoing monitoring for epileptic seizures using tiny arrays of electrodes placed on the surface of their brain, with the signals captured while they listened to the 1979 classic *Another Brick in the Wall* as they underwent surgery.

The researchers from the University of California, Berkeley, then used machine learning to reconstruct “garbled but distinctive audio of what the participants were hearing”.

It’s the first study to suggest that scientists may be able in the future to “eavesdrop on the brain to synthesise music”, according to a report in *Scientific American*.

AI models analysed patterns in the brain’s response to different components such as pitch, tone and rhythm, with the reconstruction said to have its melody “roughly intact”.

Lead author Ludovic Bellier said they chose that particular artist and song because the music is “very layered, it brings in complex chords, different instruments and diverse rhythms that make it interesting to analyse”.

“The less scientific reason might be that we just really like Pink Floyd,” he added.

The study was published in the *PLOS Biology* journal - [HERE](#).

Corum to rebrand as PharmX Limited

LISTED pharmacy technology specialist Corum Health has confirmed that once the sale of its software business to Canada’s Jonas Group is completed (*PD* 24 Jul), the company plans to change its name to PharmX Technologies Limited, reflecting the success of and focus on the fast-growing PharmXchange business.

Shareholders will vote on the sale transaction and name change in an upcoming Extraordinary General Meeting scheduled for 20 Sep.

“The new name better reflects the nature of the new business as a technology solutions provider to the pharmacy industry and its suppliers,” the company said.

Corum yesterday released its financial results for the year to 30 Jun, confirming that the binding agreement with Jonas will see payment of \$4.75 million at completion and a further \$1.5 million 12 months later, along with the potential for earn-out targets based on achieving net recurring revenue targets.

Since launching in Jun 2022 as a B2B marketplace for the pharmacy industry, PharmXchange has achieved “rapid market penetration well ahead of forecast”,



according to the Corum results announcement, with almost 60 suppliers representing 175 brands and over 7,500 products now transacting via the platform.

“The supplier portfolio includes some of the biggest companies in the industry, including Haleon, Reckitt Benckiser, Blackmores, Revlon and Arrotex,” Corum said, adding that the pipeline of new suppliers looking to gain access to PharmXchange is also very strong.

More than 1,800 pharmacies have signed up to the platform so far, which was the key contributor to total Corum revenue (excluding the pharmacy software business) of \$6.1 million for the last 12 months.

Corum recorded a net pre-tax

loss of \$719,000 for the year, which was impacted by one-off legal costs relating to the ongoing PharmX court case, which saw \$8.1 million received by the company as a result of the judgement against Fred IT.

Corum noted that after becoming 100% owner of the PharmX business in Sep 2020 it had “subsequently reversed the chronic underinvestment in the gateway under previous ownership”, involving enhanced commercial and technical capability and the transition of PharmX to the cloud.

Corum ended the year with a strong cash balance but noted that because the judgement in the Fred IT case is subject to appeal it was not recognising any revenue in relation to the proceeds.

Executive Chairman, Nick England, said Corum Group had had a “busy and exciting year with the sale of the pharmacy software business to Jonas, the settlement of the long-running legal case and the launch of PharmXchange”.

“The sale of the pharmacy software business has already created new opportunities for PharmX as an independent and market-agnostic technology provider,” England added.

FDA RSV vax

THE US Food and Drug Administration has granted approval for Abrysvo (Respiratory Syncytial Virus Vaccine), which is the first jab approved for use in pregnant individuals to prevent the respiratory syncytial virus in infants from birth through to six months of age.

Abrysvo is approved in the US for use between 32 to 38 weeks of gestation.

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How to Enter: Sign up for PharmXchange at pharmxchange.com.au – it's quick and easy. Register once for the competition in just one click. Place 6 orders on PharmXchange with a value of each invoice greater than \$600 ex GST anytime between July 31 - October 23, 2023. Multiple brands may be included in each order.

Who Can Enter? All registered PharmXchange pharmacies are eligible for entry. You could be one of the lucky winners to experience the thrill of flying in business class to London or utilise premium vouchers for luxury travel or accommodation. Join today, start ordering and enjoy the benefits!

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*Find out more at:

www.pharmxchange.com.au for Terms & Conditions.