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## Today's issue of PD

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

## QUM for insomnia

THE PSA will work as part of a consortium led by the Australasian Sleep Association to deliver the 'Quality Use of Medicines (QUM) for Insomnia and Sleep Health' project.

A grant for the project will run over a two-year period and address QUM issues for the condition.

President Fei Sim commented that the PSA is proud to take a collaborative approach to upskilling pharmacists who will be able to access webinars, CPD articles and in-person education at PSA's Pharmacist Therapeutic Updates and national conference.

## DDS stores set to grow

**SIGMA** confirmed it will establish 150 Discount Drug Stores (*PD* 20 Sep), and increase competitively-priced items and data analytics all in a bid to refocus on executing its brand promise to customers, at the annual Discount Drug Stores (DDS) National Conference, held this week at the Sheraton Grand Mirage Resort on the Gold Coast.

Sigma Healthcare CEO Vikesh Ramsunder said his company was committed to growing sales revenue and meeting its target of establishing 150 DDS pharmacies in Australia over the medium term.

With the theme 'Win Together in 2024', DDS Head Hugo Ortiz (**pictured**) told the 270 conference delegates that Sigma will continue to support its members to "significantly increase the number of items that are competitively priced for consumers, while at the same time improving the core health services on offer".

"There is a relentless execution underway in our brand promise."



"We'll be able to offer 200 new private label and exclusive products, providing a strong value proposition to our customers and better margins for our members," he added.

"We are increasing our data analytics so that our members know what their customers want and how best to service their needs," he explained.

Ramsunder added DDS members are now benefiting from its focus on business simplification and customer service excellence, including improved stock availability and a 99% delivery in full to customers year to date. *JG*

## Huge CW payday

THE founders of Chemist Warehouse (CW) have reaped more than \$360 million in dividends in the last year or so, according to new financial statements lodged with ASIC.

The Gance and Verrocchi families received \$264 million in payouts in the 2023 financial year, with a further \$100 million dividend declared in Oct, the figures showed.

Net profit for the 12-month period was \$302 million, down 22% on the prior year due to a \$250 million increase in cost of sales, reported *The Australian*.

Notes to the accounts confirm purchase commitments in the first year of Chemist Warehouse's new Sigma Healthcare deal (*PD* 06 Jun) amount to \$3 billion.

The financial report noted CW's international expansion during the year, including new stores in New Zealand, Ireland and China.

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## Editor's Choice: "early warning system" for male health issues

**DR ADRIAN** Sheen (pictured), founder of the Doc Sheen brand, launched the Widdleometer medical device at Terry White Chemmart Penrith Compounding in Sydney this week.

The Widdleometer is an "early warning system" for prostate and bladder issues, and will be available to the public in Nov.

Aimed primarily at men over the age of 50, the device aims to offer a quick way to check on urine flow, prompting early intervention for any potential issues, while educating men on better health outcomes.

Sheen said his creation is a "leap in the right direction".

"It is crucial that men become

more in touch with the health of their prostate and bladder, as it is something that is too easy to ignore," Sheen explained.

"Around 50% of men aged 50 have an enlarged prostate and 80% of men aged 80.

"This can introduce a range of problems including a reduction in urine, sometimes a complete stopping of the flow, infections, and consistently needing to get out of bed at night to go to the bathroom," Sheen added.

"Prevention of illnesses related to the prostate and bladder is



something that is very important to men and I'm extremely hopeful that the Widdleometer will contribute greatly to men's health," he commented.

The Doc Sheen Widdleometer is retailing for \$49.

## Pink for radiant glow



**IN 1950**, a dermatologist from a Parisian hospital specialising in skin pathologies created the Embryolisse Lait-Crème Concentré, which has gained "cult" status for women around the world.

From this expertise came a whole range of skincare lines, approved by dermatologists, pharmacists and make-up professionals.

The latest Artist Secret Rose Glow - Radiant Complexion Cream is a hybrid product that is applied like a moisturiser all over the face including the eye contour to immediately give a healthy glow.

It contains silk tree extract and hyaluronic acid to erase signs of fatigue, brighten the under-eye area and plump the skin.

The universal pink tint was developed with a makeup artist and can be used as a makeup base and is suitable for sensitive skin.

The Artist Secret range is comprised of several skin correcting and eye hybrid makeup products.



## Nourishing trio set

**THE** Antipodes Ultimate Nourish Set features a full-size Vanilla Pod Hydrating Day Cream, with the skin-enhancing qualities of premium manuka honey.

The limited-edition set also includes a mini Divine Face Oil and mini Aura Manuka Honey Mask.

The nourishing trio comes packaged in a recyclable gift box adorned with nature scenes and retails for \$59.



## Targets blemishes without skin disruption



**GLOBAL** skincare brand CeraVe has developed a Blemish Control range with dermatologists, which features a Blemish Control Cleanser and Blemish Control Gel targeting blemishes without disrupting the skin moisture barrier.

The range differentiates itself from typical blemish-focused

skincare, marrying key active ingredients that target blemishes with ceramides to support the skin moisture barrier.

Formulated with ingredients like 2% salicylic acid and oil-absorbing hectorite clay, the two-step range removes excess oil and targets clogged pores through gentle exfoliation to prevent future breakouts, says its manufacturer.

CeraVe ambassador and Australian actor and motivational speaker, Chloe Hayden (pictured) was among the first to try the range in Australia and said, "CeraVe has always been the only brand that works on my skin and that I always love; the blemish control range is no exception!"

The Blemish Control Cleanser retails for \$23.99 and Gel for \$25.99.

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## Dispensary Corner

**HEARING** tests may be required for residents of some parts of New Zealand, where music aficionados are operating so-called "siren battles" where they compete to blast the loudest music from their cars.

But it's not heavy metal - residents of the suburb of Porirua near Wellington say they've had enough of Celine Dion, whose heartfelt ballads form most of the content.

The *BBC* reports that cars can have up to 10 massive speakers, with the competitions usually held throughout the night.

"Celine Dion is popular because it's such a clear song - so we try to use music that has high treble, and not much bass," said a participant Paul Lesoa.

"We just love music, we love dancing, and doing this is better than night clubbing or drinking in a bar in the city," he said.

"Basically everyone has a hobby, and while our hobby can be quite disturbing...we just want our own proper, safe space away from people to do it."

## Scent of Messi launching

**CHEMIST** Warehouse and personal care products company Game On Group have signed an exclusive worldwide license to manufacture and distribute the debut fragrance for football superstar Leo Messi (pictured) under his Messi brand.

The Leo Messi deal is expected to be one of the largest global celebrity fragrance deals in history, with unprecedented sales forecasts, Game On stated.

"Leo is the GOAT [Greatest Of All Time] in the football world, but he truly transcends his sport...he is one of the most admired and well-known humans on the planet!" said Managing Directors of Game On, Daryl Czarny and Elliot Rubenstein.

The signing months in the making, provides a platform for Game On to develop and distribute not only fragrances but body washes, deodorants, body sprays, gift sets, and other products with Messi and his team under the Messi brand.

The debut fragrance is currently being handcrafted by a world-renowned perfumer, with Game On to unveil the fragrance at Cosmoprof Miami in Jan 2024.

"I have always been passionate about fragrance, and I am very



excited to work closely with the team at Game On to produce my very own signature scent," remarked Messi.

"We will create a fragrance that is truly unique and inspirational for all fans around the world."

Chemist Warehouse has already committed to stocking the fragrance both online and in its 500+ stores around Australia, New Zealand, Ireland, and China when it launches later next year.

Game On is involved in Australian and global healthcare markets in product development, manufacturing, and distribution of licensed fragrances, personal care, health, and beauty products.

Game On works with Disney, Star Wars, Warner Brothers, Mattel, the NFL, and EPL teams such as Liverpool, Chelsea, Arsenal and Tottenham, and AFL, NRL, All Blacks as well as many international and locally-based celebrities. *JG*

## Vale V Constable

**THE** Australian pharmacy industry is mourning the recent death of Valerie Constable, the first female president of PSA's Vic branch.

For more than three decades, Constable helped pave the way to optimise standards of pharmacy education and practice, becoming a trusted mentor to many.

In 1991, Constable was elected as PSA's first female president of the Vic branch in 135 years, and "rose above the glass ceiling through outstanding commitment, integrity, and professionalism", said the peak pharmacy body.

"Val was a trailblazer, forging the path for women in the profession to follow," current Vic Branch President Dr Amy Page remarked.

"She has been a mentor inspiring and supporting many young pharmacists in practice. "She was a humble and highly regarded professional, and a leader for women in pharmacy."

Her principles are epitomised by Pharmacists Support Services, which she helped to establish and led for years.

## TGA alert for allergies med with botox

**THE** TGA has not approved a product referred to as 'Haytox', which is being promoted as a treatment for nasal allergies.

The TGA stated it has not evaluated this product and, therefore, warns consumers that it cannot guarantee the quality, safety or efficacy of the product.

Consumers should be made aware of the risk of serious side effects when accessing medicines for an unapproved use.

The TGA reminds healthcare professionals that they must not mislead patients as to a product's safety or efficacy.

It appears that 'Haytox' may contain the *botulinum toxin* or botox, TGA added.

It is unlawful to advertise therapeutic goods that are not on the ARTG to the public, or in a way that is inconsistent with the product's entry in the register, such as a different medicinal use.

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# Don't sweat it!

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## ① Neat 3B Action Cream 75g & 100g

Use in skin folds and between the legs, breasts, and buttocks, perfect for people who carry extra weight, powerful in-built antiperspirant, may also help prevent fungal infections & keeps painful chafing at bay.

This cream is popular amongst sportspeople and workers on-the-go. It's easy to incorporate into your daily routine, and you can use it AM and PM for best results. Apply a small amount to your problem areas, and enjoy a soothing feeling almost immediately. Whether you jog every morning or simply live in an area with a warm climate, this emollient, lubricating lotion prevents the skin's surfaces from rubbing together and becoming painfully inflamed. No more chafing. No more friction. No more embarrassing itchiness at the most inopportune of moments! 3B is safe for the whole family, rewarding you with the fresh, itch-free skin you deserve.

## ② Neat 3B Extra Strength Sweat Rash & Chafing Cream

Sweat rashes and chafing aren't anything to be ashamed of. They happen to almost everyone at some point in our lives. But accepting that these issues are only natural doesn't take away from the stinging discomfort that comes with it. For some of us, standard sweat rash & chafing creams aren't strong enough to soothe or solve our sweat-related issues. That's why Neat 3B has come up with an extra strength action cream to power-up anti-perspiration and sweat rash prevention.

1. Perfect for active individuals
2. Prevents painful chafing and keeps sweat rash at bay
3. May also help prevent fungal infections

## ③ Neat 3B Body Powder 125g

The Neat Feat 3B Body Powder has been formulated to use in areas that rub together and aren't exposed to much fresh air, like between the thighs, breasts, and buttocks. A quick shake of this potent formulation on your skin, and the powder will immediately get to work to absorb excess moisture and reduce perspiration throughout the day and night.

1. Absorbs excess perspiration and soothes irritation
2. Formulated by doctors to prevent chafing
3. Perfect to use where the skin's surfaces rub together
4. May also help prevent minor infections
5. A strong alternative to creams or powders



## Neat 3B Body Saver Cream

This is an extremely unique product, with an inbuilt skin protectant to aid in the healing process and solves the problem of Sweat Rash and Chafing. A problem that causes a lot of pain to the sufferer and can lead to nasty infections.

This product can be used as an all over the body antiperspirant due to the unique formulation. Can be used on sensitive skin.



## Neat 3B Hand Saver Lotion

Neat 3B Hand Saver Lotion helps to prevent excessive hand perspiration.

Neat 3B hand Saver is the only hand antiperspirant on the market with Moisturising properties.

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MOISTURISES  
PROMOTES HAND HYGIENE**



## Neat 3B Face Saver Gel

Warm, humid weather, physical exertion and situations of emotional stress, menopause may all trigger an excess of facial perspiration - Ideal for sports-active people - suitable for men & women.

Neat 3B Face Saver Gel is a lightweight gel formulation that acts as both a Primer and an antiperspirant for sunscreen and makeup to remain fresher for longer.



## Neat 3B Foot Saver Roll-On

Get to the root of the problem with the world's first roll-on antiperspirant deodorant - for your feet! This doctor-developed roll-on deodorant prevents excess foot perspiration and embarrassing odours through the power of science.

Infused with powerful antiperspirant, antibacterial, and antifungal properties, this easy roll-on deodorant is formulated using potent yet gentle.