

Today's issue of PD

Pharmacy Daily today features four pages of news, plus a full page from PharmXchange.

60-Day webinar

THE Dept of Health is hosting a webinar on 60-Day prescriptions on 26 Sep.

Running from 1-2pm, more information about the session can be found [HERE](#).

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Sigma private label promise

SIGMA Healthcare is expecting to launch a whopping 250-plus new products in the 2024/25 financial year, as it continues to make progress in its private and exclusive label strategy.

The rapid rollout was revealed this morning as part of the company's six monthly results announcement (*PD* breaking news), with CEO Vikesh Ramsunder also reaffirming full year guidance of up to \$31 million in annual profit before interest and tax.

The company's net profit for the half to 31 Jul was \$11.2 million - up from a \$1.5 million loss for the previous corresponding period - with Ramsunder attributing the performance to Sigma's progress in "driving operational improvement, simplifying its business, enhancing financial performance and executing its strategy to enhance shareholder returns".

He said securing the Chemist Warehouse supply contract from 01 Jul 2024 was an endorsement of Sigma's improved service capability, while the profit was achieved despite an 8.4% decline in overall revenue, reflecting the benefit in the prior year from COVID-related sales of Rapid Antigen Tests.

Sigma's \$11.5 million reported net profit after tax included an \$8.8 million uplift from the disposal of the company's hospital distribution business to CH2 (*PD* 10 Mar).

Service standards within Sigma's wholesale operations "have remained at a consistently high level for close to 12 months," Ramsunder noted, with the business delivering 113 million units to customers over the first half with a consistent 99% Delivery in Full metric.

"With our wholesale operations now effectively functioning, our

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focus has firmly shifted to driving our growth strategy," he said.

"We will focus on providing our brands with high standards of retail management and specialist pharmacy services support.

"Our current objective is to achieve brand membership of 300 Amcal pharmacies and 150 Discount Drug Stores over the medium-term," Ramsunder said.

The private label strategy follows the recent recruitment of a "strong and focused team who have already developed a pipeline of over 300 products", he said.

Sigma is also aiming for further growth in its third-party logistics (3PL) operations, which have recently expanded to provide services from six Australian states to improve flexibility and speed to market for customers.

Moving forward Sigma will continue to invest in its retail and private label strategy, divest non-core assets and "prepare the business to absorb the increased Chemist Warehouse volume", Ramsunder added.

Sigma declared an interim dividend of 0.5c per share. *BP*

Clarity on orders

PHARMXCHANGE and Revlon Cosmetics have partnered to create six ordering groups reflective of the beauty brand's wide range.

Revlon's National Pharmacy Manager Sheryl Osborne said, "it's taken over 20 years to find the right partner, to help order from an environment designed to the range each pharmacy has in its store".

See more on the [back page](#).



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Turning sweet 16

PHARMACY 4 Less is celebrating its 16th birthday, and over that time has grown its network to over 100 stores across the nation.

From its humble beginnings with a single store in Hornsby in Sydney, the group founded by three brothers, Assad, Feras, and Billal Karem, has stayed focused on its customer promise - 'More Care 4 Less Cost'.

On Sat 23 Sep, customers are invited to join in the festivities at their nearest Pharmacy 4 Less store.

The celebrations will feature fun activities, including a 'Spin 4 a Win' game, prize giveaways, hot deals, in-store competitions and lucky door prizes to add excitement to the day, a statement said.

Pharmacy 4 Less is also the winner of Canstar Blue's 'Most Outstanding Pharmacy Award for 2023'.

Baresop's high water mark

PERSONAL care brand Baresop has launched this month across 100+ Blooms The Chemist pharmacies, hoping to seize a growing market of conscientious consumers seeking sustainable health and wellness products across diverse categories within pharmacy.

This strategic move was led by Baresop's pharmacy distribution partner Alita Sales, as the brand looks to eliminate one billion single-use plastic bottles from landfill by 2035, a release stated.

This opportunity allows Baresop to launch its new product solution in the waterless category for pharmacy channels.

According to recent Blooms data, nine in 10 consumers are more likely to purchase ethical products.

Australian consumers are shifting their spending towards ranges like Baresop, which prioritise products with minimal or reduced plastic, and sustainable processes that reduce carbon emission and the water footprint.

Prisca Ongonga-Daehn, Founder and CEO of Baresop said, "Baresop is challenging the personal care space and leading a pathway for product innovations that impact our planet and shared humanity".

"The water footprints have recently moved to the forefront based on the climate-led warm weather in Europe and North America this northern summer and how this affects water resources and droughts," she said.

The brand's Chief Commercial Officer Michael Bronfman added, "while there's a subset of consumers who are apathetic, only a very small fraction of consumers are, like, 'I don't care' or 'I'm not doing anything because it's too overwhelming to do anything'".

"Most consumers are on a spectrum, from people who are highly passionate and really educated, to people who are just trying to do better day in and day out across all demographics," he concluded. JG

Order of Australia

MEDICINES Australia Chair, Dr Anna Lavelle, has been appointed a Member of the Order of Australia for her significant service to science and innovation in Jun at an investiture held in Melbourne on 14 Sep.

Over the course of her career, Dr Lavelle has contributed significantly to Australia's medicines, research and biotechnology industries.

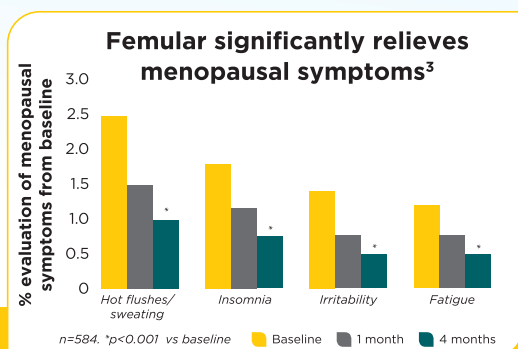
Medicines Australia CEO Liz de Somer said, "Dr Lavelle has been a fearless leader throughout her career, combining her extensive understanding of Australia's medicines and biotechnology policies with deep experience in medical research".

"Medicines Australia is extremely fortunate to have Dr Lavelle as our Chair; we congratulate her on this prestigious and most deserved achievement," de Somer said.

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2. IQVIA, national sales data Switzerland, sell-in (Pharmacy, Drugstore, Self-dispensing Doctors), turnover (ex-factory) in CHF, MAT June 2021.

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TGA fines unlawful ads

THE Therapeutic Goods Administration (TGA) has issued infringement notices to the company Naturally Elevated Pty Ltd and an individual for the alleged unlawful advertising of medicinal cannabis on websites and social media pages.

The company allegedly promoted the use or supply of prescription-only medicinal cannabis.

It is also alleged the advertisements made unapproved references to the treatment of serious diseases or conditions, known as prohibited and restricted representations.

Eight infringement notices totalling \$132,000 were issued to the company and two infringement notices totalling \$6,600 were issued to an individual.

The TGA states that medicinal cannabis products are prescription-only medicines that cannot be advertised to Australian consumers.

Advertising prescription-only medicines directly to consumers

undermines the doctor-patient relationship and may create an inappropriate demand for medicines which may not be right for the individual.

The TGA reminds individuals and businesses that unlawful advertising of medicinal cannabis is a breach of the *Therapeutic Goods Act 1989* for which serious penalties can apply, including fines, or civil or criminal court action.

Ensuring compliance with the advertising requirements of the Act across the medicinal cannabis industry is a priority for the TGA, and these fines follow other large fines issued by the gov't body for similar contraventions.

In 2022-23, the TGA issued 101 infringement notices (totalling \$1,292,040) for alleged unlawful advertising of medicinal cannabis.

Several medicinal cannabis resources are available for health professionals and businesses explaining the advertising rules and legal access pathways, [HERE](#). JG

Dinkum Doc gives hybrid model a fair go

THE launch of Dinkum Doc, a novel cloud-based Australian video health platform, demonstrated that it can “seamlessly integrate” with various systems such as the PBS medicines database MIMS, My Health Record, and e-Prescription systems.

This integration facilitates the secure transmission of electronic prescriptions to patients who are mobile via SMS and email.

The integration of six-way video conferencing technology has been found to improve the provision of multidisciplinary healthcare services.

The platform includes a language-matching feature that facilitates effective communication between healthcare providers and patients who share a native language, thereby improving efficiency.

Dinkum Doc is a multifaceted platform that has been specifically developed to

augment the work-life balance of GPs, allied health providers, and specialists through the provision of adaptable working schedules.

According to Manish Chhabra, the Chief Executive Officer of DinkumDoc.com, “the implementation of Dinkum Doc has elicited a significant level of enthusiasm, especially for healthcare providers located in rural and remote areas of Australia”.

“This platform aims to provide physicians with a unique hybrid approach to delivering high-quality healthcare services to their patients, which involves a combination of in-person consultations and online video consultations.”

A key feature of the health platform integrates online Medicare claims and instantaneous validation of Medicare card and provider numbers for hybrid consultations.

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Dispensary Corner

TWO construction workers have been arrested for smashing through the Great Wall of China, *Metro* has reported.

The country's most significant historic defence against invading forces has been breached by two labourers, a man and a woman, who were looking for an easy shortcut.

Authorities in the People's Republic of China arrested workers Zheng, 38, and Wang, 55, accused of smashing through the Great Wall.

Pictures released by the government of Youyu County, several hundred kilometres west of the capital of Beijing, showed a dirt road cut through a dilapidated section of the world-famous Wall.

Reports state that Zheng and Wang carved the route because they were looking for a shorter journey to facilitate the construction work they were doing in nearby towns.

Parts of this section are thought to have been constructed as much as 2,000 years ago, though they remain some distance from the restored areas of the United Nations protected heritage site frequented by tourists.

It's understood the workers are to remain in custody, with further legal action pending.

The Great Wall has previously made headlines for the hazards its stony surfaces pose to winter tourists, with footage circulating of dozens of sightseers slipping and clinging to the handrails as they attempt to cross the ice-covered paving.

PRODUCT SPOTLIGHT

Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au

Respect by Soodox - Natural Period Wash & Organic Cotton Period Undies

The Respect by Soodox period range is designed to respect your health and respect the environment.

Natural Period Wash - a 100% natural and PH balanced intimate wash that cleans, hydrates and soothes delicate skin and in addition can be used to rinse your period undies.

Organic Cotton Period Undies - feature 3D technology for maximum comfort and absorption, are made with certified organic cotton, and reusable for up to 100 washes, making them an eco-friendly choice.

Stockist: For stockist enquiries contact info@soodox.com

RRP: Natural Period Wash - \$19.95;
Organic Cotton Period Undies (S, M, L, XL) - \$27.95

Website: [CLICK HERE](#) for more information.



Revive Tears - now PBS listed



Revive Tears lubricant eye drops provide long lasting and soothing relief against burning, irritation and discomfort due to dry eye or exposure to environmental factors.

Moisturises, comforts and refreshes dry, tired and strained eyes. Revive Tears helps lubricate, hydrate & protect dry eyes.

Suitable for use with contact lenses.
Contains hypromellose 3mg/g.

Supplier: Available from Symbion, Sigma & API.

RRP: \$4.32 (available in 10ml packs).

Website: [CLICK HERE](#) for more information.

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3. Add desired products, then proceed to checkout.

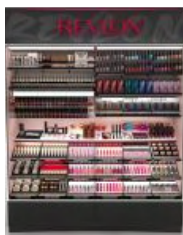
Legacy 180



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