



Today's issue of PD

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

Save big on travel

POINTRS is offering a free 30-day trial, giving pharmacists the opportunity to save big on their next holiday.

Using cash as well as airline and credit card loyalty points, members can save up to 81% on return international flights.

Learn more on **page four**.

Locumate.ai signs up Sigma

LOCUMATE.AI (Locumate) has signed up pharmacy group Sigma Healthcare as well as a key US pharmacy group.

Locumate, which automates access to talent across the pharmacy industry, featured on *The Australian's* 2024 Top 100 Innovators list (**PD** 22 Oct).

The Sigma signing will add to Locumate's growing exposure to the Australian pharmacy industry, with Douglas Chemist Group, Prime Pharmacy and Allied Health Locums already signed as clients.

Sigma said it signed with Locumate to provide their members with access to national resources utilising Locumate's on-demand workforce platform.

Locumate CEO and Founder Surge Singh said, "apart from the push into pharmacy we have started looking at how we can help other verticals, including all of Allied Health.

"We cater for niche professional services organisations such as pharmacies, allied health services all of which have jobs boards which need to be interactive, quick and simple to use [for time-strapped professionals]," Singh said.

APP to feature Jeff Harrell

JEFF Harrell, National President of the USA-based National Community Pharmacists Association (NCPA), will be a featured speaker at the Australian Pharmacy Professional Conference and Trade Exhibition (APP2025).

The NCPA serves as the sister organisation of the Pharmacy Guild of Australia, representing independent community pharmacies in the US.

Conference Convenor Kos Sclavos said that Harrell's presence at APP2025 reflects the strong partnership between the organisations championing community pharmacy.

"We are thrilled to welcome Jeff Harrell to APP2025," Sclavos said.

"As a global leader in community pharmacy, Jeff brings invaluable insights into the challenges and opportunities shaping our industry.

"His expertise in pharmacy innovation and technology, coupled with his dedication to advancing patient care, makes his sessions unmissable," Sclavos added.

The Independent Pharmacies of Australia (IPA) Plenary on Thursday 20 Mar will cover the key topic, 'How community pharmacy can strengthen its primary care role through precision health'.

Steven Kastrinakis, Founder and Managing Director of IPA, will moderate the conference panel discussion, and described Harrell's input as timely given Australian



pharmacy's expansion into primary health care.

"His insights into how precision health can assist pharmacists to play a greater role in primary care will be valuable," Kastrinakis said.

"The evolving scope of pharmacy practice in the United States will inspire us to embrace innovation and navigate the complexities of our own health care system."

Harrell joins compatriot Doug Hoey (**PD** 16 Dec) and other keynote presenters including former tennis star Jelena Dokic speaking on her experiences of resilience and zoologist and patient advocate Dr Ben Bravery.

The Australian Pharmacy Professional Conference and Trade Exhibition will take place 20-22 Mar 2025 on the Gold Coast. **KB**

COVID booster urged ahead of holidays

LUNG Foundation Australia is urging Australians to be mindful of COVID over the upcoming holiday season, and to consider getting the new COVID booster that will give protection against all current variants.

The virus continues to have a significant impact on people living with lung diseases such as lung cancer, chronic obstructive pulmonary disease and asthma.

Only 34% of people aged 65-74 years have received their

recommended vaccine in the last 12 months, while 23% of Australians over 75 have received their recommended vaccine in the last six months.

Australians aged 18-64 without severe immunocompromise are encouraged to get a booster every 12 months.

However, the Lung Foundation said very few people do, with only 6% of Australians in this age bracket receiving a vaccine in the last 12 months.

Dr Lesley Braun leaves Blackmores

AFTER more than 10 years leading the Blackmores Institute, Dr Lesley Braun is leaving the company.

Under her leadership, the Blackmores Institute has delivered evidence-backed, practitioner-focused resources on supporting mental wellbeing, white papers exploring topical issues, clinical documents, and award-winning education programs.

Having trained and worked as a pharmacist and a naturopath, she completed a PhD at RMIT and is Adjunct Professor at Southern Cross University.

In addition to the many team awards won during her tenure, Dr Braun has also received several individual awards, including the 'Most Outstanding Contribution to Research or Education' from the Complementary Medicines Association, and 'Health and Pharmaceutical Executive of the Year' from *The CEO magazine*.

Dr Braun has also led a comprehensive research program and expanded the Blackmores Institute footprint across Australasia.

"Leading the Blackmores Institute has been one of the greatest privileges of my career, and I am so proud of what our team has and continues to achieve," Dr Braun said.

"It has been an absolute pleasure, and I have full confidence that the Blackmores Institute will continue to grow and have a positive influence in the future," she added.

Blackmores thanked Dr Braun for her passion and dedication, saying it is "deeply grateful for her invaluable contributions and her unwavering commitment to combining the best of nature and science".

Dr Braun will present at APP2025 on complementary medicines for healthy ageing.

Editor's Choice: Viral skincare brand delivers hydrating boost

FROM skincare TikTok creator and *Shark Tank* alum Davey Rooney, Boring Without You skincare has recently launched two new ultra hydrating products designed specifically for the combination skin market.

The products, which are now available in-store and online at Priceline stores nationally, have arrived just in time for summer.

The 'Make Me Wet' Aquaporin Hydrating Milk Serum (RRP \$34.99 for 80ml) contains 10% USP grade glycerin and multi-molecular weight humectants for deep and long-lasting hydration.

The milky serum also uses innovative Aquaporin hydration technology to visibly enhance



water distribution so skin can better hydrate itself, promoting firmer, smoother, brighter look and healthier skin over time.

Boring Without You is also showcasing its new Face Flood Aquaporin Soothing Hydrating Gel Moisturiser (RRP \$34.99 for

50ml), an air-light gel that delivers hydration without breaking out or congesting the skin.

Featuring 3% BioSymmetry Advance Complex, the product nourishes and soothes dry areas while minimising the look of pores and visibly controlling oily areas.

Avene joins the fight



EAU Thermale Avene, dermatologist-recommended skincare range, has signed up to become the premiere sponsor of a new Australian documentary that shines a spotlight on skin cancer.

Now screening in cinemas around the country, *Conquering Skin Cancer* features Avene's suncare ambassador, Cate Campbell, along with Hugh Jackman and Deborah Hutton.

Released in time for the summer season, the film delivers an urgent call to action for prevention and awareness of Australia's most prevalent cancer.

The partnership represents an important step in Eau Thermale Avene's mission to raise awareness in the fight against skin cancer.

The skincare brand's product range, which includes ultra high-protection sunscreen, is available in pharmacies around Australia.

CLICK HERE to learn more and find out where you can watch *Conquering Skin Cancer*.

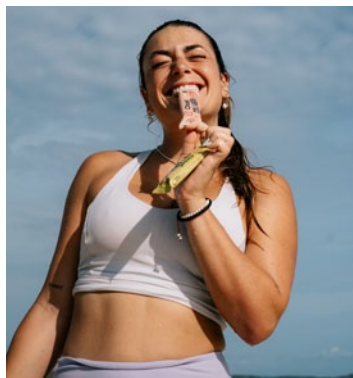
O'Keeffe offers relief

O'KEEFFE'S Working Hands Hand Cream (RRP \$15.99) is the perfect stocking stuffer for both men and women whose skin has suffered all year from hard work, harsh environments, or chronic and acute skin conditions.

Available in pharmacies nationwide, the fast-acting hand cream is designed to provide relief for even the driest, most cracked hands, and is unscented, non-greasy and hypoallergenic.



Power up your health with Chief's new bars



AUSTRALIAN-OWNED healthy snack brand Chief is showcasing its Collagen Protein Bars - perfect for satisfying sweet cravings and providing a hit of energy without sacrificing your health.

With 14 grams of protein and 8 grams of collagen, the nut butter-

based snack is high in protein, fibre and good fats, while being low in carbs and sugar.

They contain no artificial fillers, sugar alcohols or seed/vegetable oils, and are keto friendly, gluten free, and dairy free.

The Collagen Protein Bars are ideal as a pre- or post-workout snack, or can be blended into smoothies or crumbled onto yoghurt or oats to power-up your brekky with extra protein.

Available covered in dark chocolate or original (non-choc covered), the bars will last up to 14 months without refrigeration, and even longer if they are kept in the fridge or freezer.

Chief products are currently available in Woolworths, with plans to land on pharmacy shelves soon.

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Dispensary Corner

OSTENSIBLY joyous, the festive season can also be busy and stressful, with quality sleep an unfulfilled Christmas wish.

The good news for us punters - though possibly not pharma companies in the sleeping pill biz - is there's a simple military hack that may help send you to the land of zeds.

Developed by the US Army to help fighter pilots fall asleep in noisy and stressful situations, the method claims to help you nod off in two minutes, and apparently works for around 90 percent of those who try it.

The idea is that with a combination of deep breathing and visualisations you shut the body down, one bit at a time.

Lying in a comfortable position on the bed, visualise relaxing the muscles in every part of the body, starting with your forehead and moving down through your eyes, cheeks and jaw, while focusing on breathing.

The relaxation continues to your neck and shoulders, making sure your shoulders are not tensed up, and then imagine a "warm sensation" travelling from the top of your head all the way down to your fingertips.

Then take a deep breath and slowly exhale, relaxing your chest, stomach, thighs, knees, legs and feet, again imaging the warm sensation going all the way down to your toes.

Now visualise lying either in a canoe on a calm lake with nothing but clear blue sky above you, or in a black velvet hammock in a pitch-black room, and then zzzzzz....

Advice for summer skin ills

WITH the summer holidays just around the corner, community pharmacists are likely to see people coming in with sunburn, insect bites, rashes and acne flare-ups.

Pharmacist educators from Monash University have provided some timely tips for dealing with common summer skin ailments.

"Pharmacists can provide great advice on products to treat sunburn, and how to prevent it from occurring," said Pharmacy Course Director Associate Professor Daniel Malone.

"Aloe vera gels can soothe a sunburn, but people should see a doctor if they have blisters that cover a large area of the skin, experience symptoms such as fever, headaches or dizziness, or if the sunburn appears infected," he said.

Creams that contain a combination of a local anaesthetic to numb pain and antiseptic agents to reduce infection risk can be great for insect bites and can also be applied to sunburn, he added.

Senior Lecturer Dr Suzanne Caliph reiterated the key role pharmacists play in promoting being "sun smart", including using broad-spectrum sunscreens with SPF 30+ or higher, emphasising regular reapplication, especially after swimming or sweating, staying hydrated, wearing loose breathable clothing, wide-brimmed hats and sunglasses, and staying in the shade during peak UV hours.

She also pointed out that pharmacists are often the first point of contact for managing rashes triggered by heat and excessive sweating.

"For skin rashes, they may recommend short-term over-the-counter topical corticosteroids to reduce inflammation and itching, alongside non-medicated options

like fragrance-free moisturisers to soothe the skin," she said.

Acne flare-ups are also common in summer due to increased sweat and oil production, Dr Caliph explained, while sun exposure can irritate skin, triggering breakouts.

"Over-the-counter treatments with active ingredients such as benzoyl peroxide or salicylic acid can help unclog skin pores and reduce bacteria," she said, adding that a mild cleanser to remove sweat and oil, and oil-free moisturisers and sunscreens, are essential to protect the skin without clogging pores that contribute to breakouts.

If acne persists or worsens, tell patients to see a GP or dermatologist for prescription treatment options including topical and oral retinoids, oral antibiotics or hormonal therapy to prevent worsening and scarring, she advised.

Lifestyle advice, including healthy eating, stress management and skincare routines, can also help support overall skin health. *KB*

TGA vape busts

THE TGA has teamed up with state police forces to seize illegal vapes, tobacco and other substances.

Over 10,000 unlawful vapes with a street value of over \$300,000 were seized in Sydney, as well as cannabis, counterfeit Viagra, almost half a million illicit cigarettes, and 160kg of loose leaf and molasses "shisha" tobacco.

In another operation, illicit vapes were seized from Adelaide businesses and fines totalling \$150,000 issued.

Meanwhile, a Sunshine Coast tobacconist has been fined \$37,560 for possession of a commercial quantity of vapes.

Over 4,900 vapes and almost 300 tins of nicotine pouches, in addition to tobacco, were seized during this operation.

The crackdown is about ensuring compliance with new vaping reform laws, under which only pharmacists are permitted to supply vapes.

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