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Wizard raises over \$56k for Starlight kids

WIZARD Pharmacy has set a new record, raising \$56,600 during its annual Starlight Giving Tree Appeal, which ran in-store over Christmas.

The pharmacy group hit half a million dollars in donations over the course of its 13-year partnership, providing 13,500 sick kids with access to the Starlight Express Rooms at Perth, Darwin, and Adelaide's Children's Hospital.

Starlight Children's Foundation State Partnership Manager (WA/NT) Cath Petsos spoke about how the long partnership between Wizard Pharmacy and Starlight has brought joy and laughter to sick kids and their families.

"The work Starlight does is only possible through the generosity of the community and corporate partners like Wizard Pharmacy, and we look forward to continuing this partnership to help brighten the lives of sick kids," said Petsos.

After over a decade in partnership and with record-breaking donations, Wizard Pharmacy CEO



Lyndon Dyson said that the ability to contribute to Starlight is part of the group's DNA.

"They take it very seriously that their actions can assist in delivering their vision of improving the quality of life," Dyson remarked.

"They have engaged in competitive fun to see which pharmacy team could take on the bragging rights for raising the most money on any day of any week during this promotion," he added.

Wizard Pharmacy Livingston and Geraldton owner Peter Santos

discussed the impact that working with Starlight has had on the team.

"Some of our employees have been personally touched by the Starlight and this passion is shared with other team members.

"The partnership shows our commitment to making a difference in the lives of other people," Santos commented. *JG*

Pictured: flanked on either side by Starlight Captains are Wizard COO Sally Parker, pharmacist Mohit Bhatt, team member Amy Cunningham, and CMO Brendon Elliott.

Today's issue of PD

Pharmacy Daily today features three pages of pharmacy news including our Beauty & Wellness feature, plus a full page from Blooms the Chemist.

Model for success

BLOOMS the Chemist has a profitable operational model that can deliver financial incentives to those aspiring to pharmacy ownership.

The network has a dedicated support office to help community pharmacists maximise their potential.

Opportunities are also provided to network with peers - see more on **page four**.



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- **Product Training:** Conduct training sessions for pharmacy staff on our products and brands, demonstrating their benefits and usage.
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New brands join

PHARMXCHANGE has recently added new brands to its online platform now offering over 250 brands and 8,500 products.

The new suppliers include Awakened Alliances, Proganics, goodMix, Rossan Distributors, Pain Away, Jenbray Foods, Isowhey and Celebrity Slim.

They join other established companies such as Arrortex, Haleon, Bayer, Reckitt, Life-Space, Revlon and Blackmores, as well as BioCeuticals.

PharmXchange Tom Culver, CEO said, "our goal is to help Aussie retail pharmacies save time and money by offering a more efficient and cost-effective way to order stock".

"Along with improving access to product range, pharmacies can browse the top trade deals all in one place, while enjoying the efficiencies of automated invoicing and integrated payment systems."

Editor's Choice: breakout from biofilm with tbh's spot cream



THE tbh Skincare acne hack spot treatment uses patented technology to break down what is known as 'biofilm' on the skin.

While 10% of the skin's bacteria is free-floating, the remaining 90% are found in naturally formed colonies, called biofilms.

These structures are protected by a very hard-to-break-through layer called EPS, but tbh Skincare claims its product can target the bacteria that live within them.

Tbh's acne hack spot treatment for problem skin sufferers was clinically trialled against traditional salicylic

acid and benzoyl peroxide skin treatments and outperformed both these ingredients, according to its manufacturer.

Searching for the secret to clearing up her acne-prone skin, tbh Skincare co-founder Rachael Wilde realised the importance of products that cut straight to the source of the problem.

"The majority of the commercially available products only deal with the symptoms of acne outbreaks and don't deal with the underlying issue of biofilm," said Wilde.

"Our technology used in the product physically breaks down the protective biofilm layer to expose the acne bacteria."

Avene hits €1 billion



EAU Thermale Avene, a pharmacy skincare brand in dermatology since 1990, has achieved a significant milestone by surpassing €1 billion (A\$1.65b) in turn over.

It is now the first Pierre Fabre Laboratories brand to achieve this sales target.

Eau Thermale Avene's global success is highlighted with 130 million units sold last year.

The brand's momentum is on display both in France, where the brand is a leader in the pharmacy channel and in the 115 international markets that accounted for 77% of its revenues last year, reported the company.

Eau Thermale Avene Director Anne Laure Nguyen Huy Lai said, "achieving a turnover of €1 billion is a major milestone for a brand and its teams".

"In 2024, we plan to strengthen this medical focus and develop the most innovative dermo-cosmetic products on the market."

In 2024, Eau Thermale Avene intends to push ahead by launching several innovations in the management of three skin conditions: visible scars and repair, acne and its psychological impact on patients, and sun protection for the prevention of skin cancers.

Male fertility testing

AUSTRALIAN fertility health tech company Sapyen has launched the first laboratory-grade semen analysis test, available at TerryWhite Chemmart Arana Hills.

The male fertility test (RRP: \$149) covers nine fertility parameters monitored by the National Association of Testing Authorities.

Results are available within three days - see more [HERE](#).



OPI releases long-lasting nail polish sets



OPI Perfect Pair Nail Polish Gift Set (RRP: \$34.95) is packaged with long-lasting chrome and shimmer shades to help achieve up to 11 days of gel-like wear and shine.

For best results, use along with an OPI Infinite Shine Base Coat and Top Coat.

This gift set contains two Infinite Shine Nail Lacquers 15ml and the following shades: Pink In Bio, and



Spring Break The Internet.

The second OPI Perfect Pair Nail Polish Gift Set (RRP: \$34.95) includes two Infinite Shine Nail Lacquers 15ml with shades Left Your Texts On Red, and Switch To Portrait Mode.

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Dispensary Corner

A CHINESE office worker Tufei said recently her boyfriend has everything she could ask for in a romantic partner: he's kind, empathetic, and sometimes they talk for hours.

Except he isn't real.

Her "boyfriend" is a chatbot on an app called "Glow", an artificial intelligence platform created by Shanghai start-up MiniMax that is part of a blossoming industry in China offering friendly, even romantic, human-robot relations.

"He knows how to talk to women better than a real man," said Tufei, from Xi'an in northern China, who declined to give her full name.

"He comforts me when I have period pain.

"I confide in him about my problems at work," she told AFP. "I feel I'm in a romantic relationship."

At a cafe in Nantong, a girl chats with her virtual lover.

"We can go on a picnic on the campus lawn," she suggested to Xiaojiang, her AI companion on another app called Weiban.

"You are very cute, I'd like to meet your best friend and her boyfriend," it replied.

Long work hours can make it hard to see friends regularly and there is a lot of uncertainty - high youth unemployment and a struggling economy mean that many young Chinese people worry about the future.

That potentially makes an AI partner the perfect virtual shoulder to cry on, with a user saying, "one day I want to feel his body heat, with which he could warm me".

NSW Health alert on parasite illness

AFTER a recent steep increase in cryptosporidiosis cases across the state, NSW Health has strongly advised the general public not to swim for at least two weeks after they've had diarrhoea.

Health Protection NSW's Executive Director Dr Jeremy McNulty said there has been 498 cases of cryptosporidiosis reported in NSW so far this year, compared to the five-year average of 95 cases for the same time period.

Cryptosporidiosis is a diarrhoeal disease caused by the parasite, cryptosporidium, which infects the intestine and is a common cause of acute diarrhoea in young children.

Other symptoms can include nausea, vomiting, fever, headache, and loss of appetite.

McNulty said with almost half of the cases in children under 10 years old, pharmacists should inform parents and carers to be aware of the risks and to take precautions.

"Cryptosporidiosis is commonly acquired by swimming in and swallowing water contaminated with cryptosporidium parasites," McNulty explained.

"The parasite survives for many days, even in chlorinated pools, and in the past, very large outbreaks



have been caused by people who had recently been infected and then gone swimming.

"Almost half of the cases reported this year had been swimming during their exposure period, and with such a high proportion of young children affected and with many schools about to hold swimming carnivals, we're urging parents to stay alert for symptoms," he commented.

NSW Health stated people who have had diarrhoea should avoid swimming for at least two weeks after their symptoms resolve, and not share towels.

They should not handle food for at least 48 hours after their symptoms resolve.

Children should also be kept home from preschool, childcare or playgroup until 24 hours after the diarrhoea has completely stopped.

To avoid catching the illness in the first place, people should avoid swimming in estuaries and inland waterways (e.g. rivers, creeks, or dams) during and for at least three days after heavy rain.

It is also advised to avoid swimming at ocean beaches during and for at least one day after heavy rain, and avoid swallowing water.

Pharmacists can also advise customers to wash their hands with soap and water for 20 seconds after using the toilet, handling animals or their manure, changing nappies, working in the garden and before preparing food or drinks.

It is also good practice to avoid drinking untreated water, such as from lakes or streams.

Boiling water by bringing it to a rolling boil is sufficient to kill cryptosporidium, advised the health body. JG

Lego program

A SOCIAL development program based on Lego therapy, combined with robotics, may reduce school absenteeism for autistic teens.

In the recent first phase of a trial, supported by the Channel 7 Children's Research Foundation, Flinders University, Griffith University and Autism SA, experts found that Lego could be a drawcard for students to come to school.

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