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Today's issue of PD

Pharmacy Daily today features three pages of pharmacy news, including our Beauty & Wellness feature.

A Top Employer

BOEHRINGER Ingelheim has been recognised as one of 17 Top Employers worldwide for the fourth consecutive year in Australia and New Zealand.

Dirk Otto, General Manager Boehringer Ingelheim Australia and New Zealand emphasised the importance of empowering employees in the rapidly changing field of life science.

He said, "our people need the skills and opportunities to develop dynamic, fulfilling, and future-proof careers".

"Our recognition as a certified Top Employer in Australia and New Zealand for the fourth consecutive year is a testament to our unwavering commitment to our people.

"In Australia and New Zealand over the past year, we've welcomed 69 new starters, celebrated 52 work anniversaries representing an impressive 645 years of service, offered 28 internal promotions, and invested more than 380,000 hours in individual professional development across our field teams," Otto said.

Boehringer Ingelheim has been listed among the Top Employers in multiple countries and regions for the past 10 years, and in 2024 will receive the award in 30 countries with regional certifications in Europe, Asia Pacific, Latin America and the Middle East.

Prota raises over \$31m for allergy drug

PROTA Therapeutics Pty Ltd (Prota), an Australian biotechnology company, has raised US\$21 million (A\$31.97m) to support the clinical development and commercialisation of its treatment for peanut allergy in children.

The round, led by Singapore-based SPRIM Global Investments, will help the company prepare for a Phase 3 clinical investigation of the company's PRT120 oral therapy for peanut allergy.

"SPRIM brings valuable expertise, capabilities and an international investment network to Prota's technology and clinical program," commented Prota Executive Chairman Kelly Constable.

"This partnership and funding

will accelerate Prota's drug development plans and clinical trial program, and we look forward to this strategic collaboration as Prota moves toward its Phase 3 trial."

Dr Paul Kelly, founding partner and director, OneVentures, an Australian venture capital firm with more than A\$800 million under management added, "closing financing in the current market validates the potential of Prof Mimi Tang's technology to deliver meaningful outcomes for patients with peanut allergy, where there is a persistent unmet need".

The new investment will advance the chemistry, manufacturing, and controls, accelerating the path to an Investigational New Drug



Application, and expand Prota's executive management team to bring on board critical expertise in late-stage drug development.

The peanut allergy therapeutics market is projected to reach US\$1 billion (A\$1.5b) by 2030, growing at a compound annual rate of 10%. JG

First RSV vaccine approved for 60-plus

AUSTRALIA'S first respiratory syncytial virus (RSV) vaccine was approved yesterday.

The TGA approved GSK's Arexvy (respiratory syncytial virus vaccine, adjuvanted) for active immunisation of individuals 60 years and older for the prevention of lower respiratory tract disease caused by RSV across the country.

GSK stated that RSV is a contagious respiratory virus that mainly affects children, however, RSV can also cause serious illness, and in rare cases, even death in the elderly.

Older adults with certain chronic medical conditions, including asthma, diabetes, chronic obstructive pulmonary disease and congestive heart failure, have a greater risk of hospitalisation from RSV compared with those without the condition.

"Until now, RSV did not have a

vaccine or specific treatment for older adults; this is a real turning point in our effort to reduce the impact of the disease," said Prof Booy, Infectious Diseases Expert, University of Sydney Clinical School & Children's Hospital at Westmead.

Dr Alan Paul, Executive Country Medical Director, GSK Australia, acknowledged the availability of the vaccine was due to collaboration across academia, industry, and research centres, said, "I am excited to see this innovation now become available for older adults in Australia, including those with underlying health conditions, who carry a substantial burden of disease with RSV infection".

The TGA approval was based on GSK's positive pivotal Adult Respiratory Syncytial Virus phase III clinical trial, and comes ahead of the 2024 winter season when RSV infection typically peaks.

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Editor's Choice: pots that build a dewy finish at easy prices

BRITISH-BASED beauty brand, Makeup Revolution, known for its cosmetic products at cost-of-living-friendly prices, has introduced new Balm Glow products to suit all.

The balms are multi-use and affordable, allowing customers to keep up-to-date with the latest TikTok budget-conscious trends.

With a pigmented yet buildable formula, the Balm Glow is the all-in-one makeup essential to create a natural-looking dewy finish that feels weightless on the skin, its manufacturer said.

The creamy formula promises to blend into the eyes, cheeks or lips and can be worn alone on no-makeup days or built up to



achieve a rich, dewy finish with a flush of colour.

For a luminous finish, apply the product to the cheeks and eyelids using a sponge, fingers or a brush.

The Balm Glow products are available in four universal shades to help complement most skin

tones, and are called Natural Nude, Peach Bliss, Sunkissed Nude and Rose Pink.

Each shade can be mixed and matched to create a unique palette depending on the desired depth and colour needed.

The \$14 multi-use balms are exclusive to Priceline.

Natio tops on Canstar



NATIO has again been recognised as the number one cosmetics brand in the Canstar Blue make-up and cosmetics review.

Receiving five-star ratings for longevity, texture, packaging, value for money, scent, and overall satisfaction, the Aussie brand was recognised for trust and quality, ahead of several global brands, to secure the title top Cosmetics Brand for Customer Satisfaction.

This is Natio's second Canstar Blue award, having received the same recognition in 2022.

"As an Australian, family-run business, this recognition from our customers is both incredibly humbling and infinitely rewarding," said Natio founder, Max Ross.

"For three decades, we have prided ourselves on providing customers across Australia with premium quality, cruelty-free cosmetics that celebrate natural beauty and the beauty within.

"We have always strived to make our customers feel special, beautiful and valued.

"The Canstar Blue recognition shows us that the support and respect we show our customers is mutual, and we couldn't be more appreciative," said Ross.

Deep nourishment

WELEDA'S original Skin Food Nourishing Day Cream has a new formula with added olive leaf extract, which is fast absorbing and intensively nourishing.

The light citrusy freshness of sweet orange oil also uplifts the senses, while the enveloping comfort of benzoin provides a note of calm, according to Weleda.

The Day Cream retails for \$32.95, and the range also includes a Night Cream and Cleansing Balm.



Three-months top up iron tabs improves care

VIDACORP, the consumer arm of Arrotex Pharmaceuticals, has launched its hero product, Ferrogen Iron + Vitamin C in a new value pack of a 90 tablet bottle.

Ferrogen Iron + Vitamin C 90s broadens the Ferrogen offering, which already consisted of three products indicated for the prevention and treatment of iron deficiency anaemia, or iron and folate deficiency anaemias.

The announcement provides benefits to pharmacies guaranteeing a three-month purchase in one transaction, minimising the risk of patients who may not be returning as frequently to pharmacies.

For consumers, when diagnosed as iron deficient, it can take three to six months for blood levels to



return to healthy levels, which is why it is important to be consistent and continue with treatment.

The product retails for \$49.99 and allows for more consistent treatment by providing a larger bottle and better value.

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Dispensary Corner

HUNGRY to know what beauty trends will be big in 2024?

Chances are, they'll be inspired by food.

In 2023, we saw "blueberry milk" nails, "glazed donut" skincare, and "tomato girl" makeup each take a turn going viral on social media, and the pattern of putting food on our faces is unlikely to stop.

So, if you've been wondering why many beauty trends are food-related, let's look into it.

According to the *CR Fashion Book*, our obsession with beauty's relation to food has been ingrained in culture for thousands of years, and it started because a lot of makeup was actually edible.

Cleopatra's eyeliner contained burnt almonds; ancient Greek lip tints were made of berries; and in the Edo Period of Japan, rice powder was used as a loose form of foundation.

Basically, food and makeup have always gone hand in hand.

We have it so ingrained within us that fresh, sweet, produce equates to healthiness, that by just calling a nail trend "blueberry milk nails" draws us to the products subconsciously.

Before you start questioning why typically "unhealthy" foods like "glazed donuts" and "lattes" are also being adapted into food trends, consider that it's largely because this whole psychology is reliant on your monkey brain.

Monkey brain only makes the connection between "tastes good, is good", so the formula still works for sweet treats that aren't one of our five-a-day.

Push for Cert IV in Dementia Practice

DEMENTIA Australia National Patron Ita Buttrose (pictured) is championing a campaign to inspire healthcare professionals to pursue new educational opportunities to further enhance their dementia knowledge and leadership skills to improve the lives of people living with dementia.

In a video message released today, Buttrose said after caring for her father who had vascular dementia, she knew first-hand how important it was to have skilled care workers and leaders who understand dementia and the need for person-centred care.

The campaign is spearheaded by the first ever fully funded, national 10993NAT Certificate IV in Dementia Practice, a 12-month govt-funded course developed by Dementia Australia's Centre for Dementia Learning.

"This qualification is an excellent opportunity to explore further study in dementia care," she said.

Maree McCabe, CEO, Dementia Australia said the qualification is



designed to enhance the dementia practice, knowledge and skills of existing workers, and strengthen the capacity of graduates to be future dementia practice leaders.

"Strong leadership was recognised as a critical element of sustained practice improvements by the Royal Commission into Aged Care Quality and Safety and in response, also by the Federal Govt," added McCabe.

Dementia Australia also announced that the University of Tasmania will credit eligible graduates for one unit, the CAD117 Effective Communication for Dementia Care, within the Diploma of Dementia Care.

McCabe said, "the creation of an integrated pathway for students

into higher education and dementia leadership is something we have been working towards for many years, and I am delighted that we can formalise this process.

"With 65% of all those in residential aged care having a moderate-to-severe cognitive impairment and 70% of the almost half a million Australians with dementia living in the community accessing in-home care, staff at all levels must be appropriately trained in dementia care.

"Dementia education leads to fewer high-risk incidents, lower rates of inappropriate use of medication and more positive staff attitudes and morale, which ultimately results in better service delivery and quality of life for people living with dementia."

The program for nationally recognised qualification includes 14 units of competency.

Participants will develop skills in essential areas such as ethical principles, effective communication and leadership. JG

Cholera outbreak in Zambia escalates

ZAMBIAN President Hakainde Hichilema has urged people to relocate from towns to villages following the deaths of about 300 people in a cholera outbreak.

More than 7,500 cholera cases have been reported nationwide since last Oct, reported *BBC*.

There were more than 500 new cases and 17 deaths in the past week, the health ministry stated.

The reopening of schools has been delayed as part of a series of preventative measures.

The disease has so far spread to eight of Zambia's 10 provinces.

The World Health Organization

is to send about one million cholera vaccine doses in the coming days in a bid to contain the outbreak.

Neighbouring Mozambique and Zimbabwe have heightened surveillance to prevent cross-border transmission.

For months now, Zimbabwe has also been battling to stem the spread of cholera because the country lacks clean water.

The bacterial disease is spread by contaminated water or food, causes dehydration from vomiting and diarrhoea, and can kill within hours if left untreated.

Measles alert

THERE'S been a second case of measles in Sydney with the first announced by NSW Health yesterday (*PD* 17 Jan).

People who attended the following location should watch for the development of symptoms: Chouchou BeBe Adventure Playground Auburn Central Mall Food Court next to Aldi between 1pm and 3.30 pm, on 11 Jan.

The second case of measles was from an overseas traveller and is not believed to be related to the earlier confirmed case in western Sydney.