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For use when iron deficiency or iron deficiency anaemia has been diagnosed by your doctor and a therapeutic iron supplement is recommended. Always read the label and follow the directions for use. If symptoms persist, worsen or change unexpectedly, talk to your health professional. *Vitamin C has been shown to enhance the absorption of iron when taken together.



Today's issue of PD

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

Measles alert

NSW Health has revealed another confirmed case of measles in the Australian Capital Territory, with the infectious person transiting through Sydney.

People at the following locations should monitor for symptoms: Air India flight AI 302 from Delhi to Sydney on 20 Jan at 8.10am, Sydney Airport Terminal 1 International Arrivals on the same day, and the Murrays Bus Sydney to Canberra Express, departing around 10.30am.

Scope reforms success



THE New South Wales Govt announced yesterday that 9,000 treatments were delivered under the NSW and the Australian Capital Territory's scope of practice reforms, which saw patients access treatment for uncomplicated UTIs and repeat prescriptions of the oral contraceptive pill from their local pharmacist, according to the Guild.

The reforms commenced in May 2023 with 100 participating pharmacies, and have since expanded to include over 1,000 pharmacies statewide.

Media reports indicate that 8,770 women have received treatment for uncomplicated UTIs across NSW and the ACT, and more than 600 have received a resupply for the oral contraceptive pill, without needing a GP appointment.

"Nine thousand patients have now been treated at their local community pharmacy," confirmed the Pharmacy Guild's NSW branch President David Heffernan.

"This has taken the pressure off hospital emergency departments

and freed up GPs to deal with more complex health issues."

The Pharmacy Guild of Australia has also welcomed the NSW Govt's recent announcement that the trial will expand to include skin conditions such as impetigo, shingles and dermatitis.

These and other scope of practice reforms are anticipated to "deliver a total dollar benefit of \$1.6 billion annually to the NSW economy in productivity gains and reduced healthcare costs", as patients are able to access the care they need without presenting to an emergency department or waiting for a GP appointment, according to the Pharmacy Guild.

"Patients should not have to wait weeks to see a GP for everyday healthcare, they need affordable, accessible primary healthcare.

"We are calling on the NSW Govt to deliver on its commitment to allow patients to be treated for 23 everyday health conditions at their local community pharmacy," concluded Heffernan. JG

Up learner tech

THE Pharmaceutical Society of Australia (PSA) has partnered with tech company Audirie to help modernise pharmacy assistant and intern training programs, integrating tailored learning tools and real-time assessment into pharmacy education.

Learners will soon have access to virtual patients as part of their online learning environment, supporting the real-world application of their training material.

PSA Chief Executive Officer Adj A/Prof Steve Morris said, "we're proud to be harnessing technology to give our learners the edge, training in real-life scenarios and better preparing them for their careers and meet the needs of communities".

Audirie CEO Michael Alexander added the partnership represented a sound approach to education in the pharmacy sector.

"As a pharmacist myself, I am excited to collaborate with the PSA, and bring Audirie to the forefront of pharmacy education," he explained.



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Obesity spiked

OBESITY among primary school kids in the UK spiked during the COVID-19 lockdown, with a 45% increase between 2020-2021 among four- and five-year-olds, according to a study in *PLOS ONE*, [HERE](#).

The authors estimated that without reversals, increased obesity rates in Year 6 kids alone will cost society an additional £800m (A\$1,547m) in healthcare.

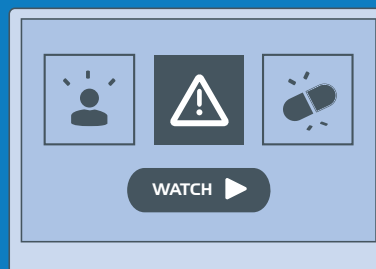
No PD tomorrow

THERE will be no issue of *Pharmacy Daily* published tomorrow due to the Australia Day public holiday.

We are back on Mon 29 Jan to bring you the latest in pharmacy news.

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Editor's Choice: hand-filled unisex scents curated with care

WHO Is Elijah is the Australian-born, genderless fragrance house by Sydney-based entrepreneur and mum-of-two, Raquel Bouris.

Exclusive to Priceline stores, the brand's collection now spans 10 perfumes to suit everybody, and fills a gap in the luxury perfume area, built on cruelty-free, unisex fragrance which is hand-filled in Sydney.

Its first unisex perfume His | Her was created in 2018, and is an easy-to-wear fragrance that customers can always return to.

All bases are covered with this signature staple scent for any pharmacy customer.

Another scent Eau captures the hearts of those who love

summer, while Muse can be used from the boardroom to the bedroom, instantly embodying your most confident self.

Nomad aims to be the little black dress or navy suit of your fragrance wardrobe.

It's versatile yet complex, and can be worn anywhere and everywhere from the office, to a romantic date or simply to the grocery store.

Finally, the Discovery Set includes eight of Who Is Elijah's signature scents in 2ml atomisers, so pharmacy customers can experience them all before buying a larger perfume.



Avoid swimmer's hair



SWIMMING is known for its wide range of health and wellbeing benefits, including building muscle strength and reducing stress, but one area it can wreak havoc on is hair and scalp health.

"Chlorine is very much an alkaline product, and it really strips the sebum and the natural oils of the skin, the hair and the scalp," said Dr Li-Chuen Wong, head of dermatology at The Children's Hospital at Westmead, Sydney.

This damage, known as "swimmer's hair", is most common among people who frequently swim in chlorinated pools.

The good news is that most hair and scalp issues can be prevented by using a well-fitting swim cap or tying your hair into a tight bun, which minimises contact with the chlorine, said Wong.

Pre-rinsing hair under a shower before entering the pool is also recommended, as it can act as a barrier and lessen the capacity to absorb chlorinated water.

Doing this again post-swim is also advisable if you can't wash hair with a gentle shampoo and conditioner straight away.

It is important to avoid hot water or prolonged washes that can damage the scalp moisture barrier further, Wong explained.

Open to talking it out

WRINKLES Schminkles has launched a new brand campaign featuring a refreshing take on ageing via TikTok.

Founder Gabrielle Requena explained, "we are in constant conversation with our customers around how they feel about ageing and their direct comments on the topic have very much informed our new brand campaign".

The conversation will continue with new launches as the brand celebrates its 10th birthday.

Learn about the campaign [HERE](#).



Nothing ordinary about this dryness regimen

THE Ordinary Natural Moisturizing Factors + PhytoCeramides cream is the second of six new formulations to be launched by The O. Lab.

Newly added phytoceramides are a mixture of plant-derived molecules including ceramosides, fatty acids and antioxidants.

The Ordinary has chosen to expand its product offering after identifying the need for a richer moisturiser that can be used more effectively on dry skin, or by those who are looking for additional barrier support.

Natural Moisturizing Factors + PhytoCeramides (RRP:\$35.50) claims to provide a triple-action approach to targeting dryness, with the inclusion of skin-identical Natural Moisturizing Factors and



skin lipids alongside plant-derived phytoceramides, which help to improve the look of skin quality, for a fresher more plumped look.

The Ordinary's three-step regimen system: prep, treat and seal are some suggested products to use alongside the new cream.

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Beauty & Wellness
by Pharmacy Daily



When they put their trust in you, it's vital to have information you can trust.

AMH Children's Dosing Companion
Evidence-based resource to support the dosing of medicines in young patients.



Dispensary Corner

IF YOU consider yourself to be a runner, there is a strong chance that you are also in a high income bracket, according to new research.

A study from the Australian Sports Commission breaks down participation in various sports and activities in Australia by demographic including level of household income.

The data shows a correlation between high earners and running, with higher household income and greater participation in the sport.

Psychologist and interim Dean of the UNSW Business School, Frederik Anseel, offered his reasons why high-income earners are attracted to running.

High earners often have a strong drive for achievement, and their competitiveness easily translates into athletic pursuits.

Peer pressure is a big driver of participation; networking opportunities like run clubs allow members to mix with like-minded corporate types; and lastly, high-stress jobs require mental relief more than others.

Sigma offer raises \$223m

SIGMA Healthcare has announced the successful completion of its fully underwritten Retail Entitlement Offer raising approximately \$223 million, including take-up by Sigma's largest and major shareholder, HMC Capital Partners Fund.

The pharma company had gone to the market with the idea of raising approximately \$400 million (Entitlement Offer), which was announced on 11 Dec last year.

Completion of the Retail Entitlement Offer on 19 Jan represents the final stage of Sigma's Entitlement Offer.

The institutional component of the Entitlement Offer closed last year, a Sigma statement confirmed.

Approximately 4,200 valid applications for retail entitlements were received from eligible retail shareholders for approximately 111 million new Sigma shares at the offer price of \$0.70 per new share, raising approximately \$77 million (including applications under the retail oversubscription facility for approximately 12 million new shares).

This represented an aggregate participation rate of approximately 53%, according to the statement.



Approximately 99 million new shares not taken up under the Retail Entitlement Offer will be allocated to the sub-underwriters of the Retail Entitlement Offer.

These numbers remain subject to final reconciliation.

New shares issued under the Retail Entitlement Offer will rank equally with existing fully paid shares from the date of issue.

The settlement date for new shares to be issued under the Retail Entitlement Offer is expected to be done today.

Allotment of these new shares is expected to occur on 29 Jan, and trading on the ASX of these new shares is expected to commence from the market opening on the following day. JG

TGA herb recall

LIVE insects were found in two batches of Henry Blooms Herb-a-lax 200g dried herb powder, initiating a TGA recall.

The insect was identified as tobacco beetles, scientifically known as *Lasioderma serricorne*, stated the regulatory body.

Its manufacturer Phytologic Holdings Pty Ltd is recalling Henry Blooms Herb-a-lax 200g dried herb powder with the two batch numbers 22108402 and 22108403.

This recall does not affect any other batch of Henry Blooms Herb-a-lax 200g dried herb powder or any other Henry Blooms' products.

If you or a customer has a bottle of Henry Blooms Herb-a-lax 200g dried herb powder from any of the above batches, the advice is not to use it, and return it to the place of purchase for a refund.



Factors that weigh into trust survey

THE University of South Australia has launched a survey to seek feedback on the level of "entrustability" or autonomy given to intern pharmacists to complete Entrustable Professional Activity (EPA) statements, and what factors will contribute to a learner pharmacist being entrusted to work more independently.

Principal investigator and PhD student Tarik Al-Diery explained that participants only need around 10 mins to finish the survey and will have a chance to win a \$100 voucher.

He added participants will be asked to provide their perspective on the level of "entrustability" that should be given to an intern pharmacist for each of the three workplace-based EPAs developed by the Australian Pharmacy Council.

Learn more [HERE](#).

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