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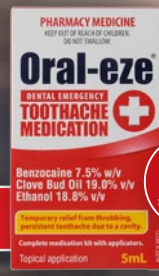
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Today's issue of PD

Pharmacy Daily today features five pages of news including our **Beauty & Wellness** feature, plus a cover wrap from **TerryWhite Chemmart**, and full pages from:

- TePe
- Direct Chemist Outlet

TWC is committed

THE hands-on business development team at TerryWhite Chemmart is committed to driving your pharmacy's profitability - learn more on the **cover page**.

TePe adds choice

TEPE is highlighting its new Choice range of toothbrushes, which include three replaceable brush heads made with renewable raw materials - find out more on **page six**.

Heads of Agreement signed for the 8CPA

THIS morning, the Heads of Agreement for the Eighth Community Pharmacy Agreement (8CPA) was signed with the Commonwealth Government, confirmed National Guild President Trent Twomey (**pictured**) at the opening session of APP2024 (**PD** breaking news).

The announcement brought palpable relief about the profession's funding package to everyone present.

Twomey revealed to **Pharmacy Daily**, "we are so close to signing and are very hopeful of getting an 8CPA", adding that the negotiating team at the Guild have worked very hard to deliver not just to their members but all pharmacists and the wider community.

The measures contained in the Heads of Agreement remain to be finalised by the parties and it is hoped an agreement will be reached for the 8CPA to commence from 01 Jul 2024.

"We have more meetings with

the Department scheduled for next week, but the Heads of Agreement is a significant step forward," Twomey told attendees at the opening session of the conference.

"It provides the core for a successful execution of the 8CPA. "Once the details are settled, the Guild will be travelling around the country via our State of the Industry Roadshows," he added.

"The Guild will explain to our members and the industry what is included in the agreement, the benefits for patients and the bright future ahead for community pharmacy."

Twomey acknowledged the success of the 'Save Your Local Pharmacy' campaign, and the 200,000-plus signatures acquired by pharmacists from their patients, which played its part in the Guild and the Government negotiations for a new 8CPA.

MEANWHILE, Twomey added it is no secret that the Guild "loathes" the annual CPI index on



prescription medication.

"It is a hidden tax increase that stings patients every year.

"A tax on healthcare.

"It just makes sense for the Government to reduce the cost of prescription medicine in a cost-of-living crisis.

"It's good for patients and it's good policy, and good politics.

"The conversations around your dispensaries should be clinical, focusing on health outcomes, rather than what medication a patient can't afford this month," Twomey concluded. *JG*

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Pharmacy of the Year announced

CAPITAL Chemist Southlands from the Australian Capital Territory has taken out the Guild's prestigious Pharmacy of the Year award at this morning's opening session of APP2024 (**PD** breaking news).

Capital Chemist Southlands also won Excellence in Business Management for its medicinal cannabis services among other extended scope of practice programs.

Louise Mclean Pharmacist and co-owner of Capital Chemist Southlands said, "we have an incredible team that embraces the rich diversity in our community".

"Being nominated for Guild Pharmacy of the Year by one of our customers was probably the best piece of feedback we have ever received...I just really wish I knew who that person was just to say, 'thank you'," she added.

The other awards include Excellence in Community Engagement, which was won by Emerton Amcal+ Pharmacy from

NSW for its involvement with men's health and diabetes care groups.

This year's APP also saw the introduction of a new category - Excellence in Harm Minimisation, which was taken out by Emerton Amcal+ Pharmacy, NSW, and collected by Curtis Ruhnau on behalf of his pharmacy.

Additionally, Narrabri Pharmacy in NSW won the Excellence in Professional Innovation award for its wound care and fatigue management services.

The MIMS/Guild Intern of the Year 2023 title went to Christian Portelli from Pharmacy 777 in Karratha, WA, while Colby Diek took home The Pharmacy Guild of Australia/Maxigesic's Pharmacy Assistant of the Year 2023 Award.

The Guild judges visited all six pharmacies that were selected as finalists from hundreds of nominations.

The 2024 Guild Pharmacy of the Year Award is sponsored by Care Pharmaceuticals, with the



company's General Manager Jonathan Biddle saying the award acknowledged pharmacy businesses who were at the forefront of innovation in the country.

"Community pharmacy continues to deliver in all situations, to ensure that they meet the needs of their patients and their community by providing comprehensive, holistic health services, medication safety and advice, through well-managed pharmacies," Biddle said.

"We are proud at Care Pharmaceuticals to sponsor this important recognition of outstanding pharmacies, and our sponsorship reflects our ongoing commitment to patients and pharmacies in the sector." *JG*

A Direct switch

DIRECT Chemist Outlet is inviting pharmacy owners to switch brands to compete directly against market leaders - more on the **back page**.

Alcohol study

WORKING Australian mothers are turning to alcohol to help cope with the stress of juggling parenting and work since COVID-19, new studies from LaTrobe University show.

Twenty-two Australian women were interviewed over five months in 2022, most of whom were professional workers aged between 36-51.

Many felt "overburdened" during COVID restrictions, with an increased workload and lack of organisational support, leading to increased alcohol intake, with most drinking around two glasses of wine three-to-four times a week.



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Caruso fined \$82k

CARUSO'S Natural Health Pty Ltd has been fined a total of \$82,500 by the Therapeutic Goods Administration (TGA) for offences relating to regulatory requirements.

The NSW-based company received five infringement notices for allegedly failing to hold information or evidence to support five therapeutic uses in relation to three medicines.

While sponsors can supply certain low risk listed medicines to consumers without pre-market assessment of efficacy, quality and safety by the TGA, this is dependent on meeting certain regulatory requirements specified in the *Therapeutic Goods Act 1989*.

Under the Act, sponsors of those listed medicines must, at all times, hold information or evidence that supports each therapeutic use for their medicine, the TGA pointed out.

Telehealth vape probe

THE Therapeutic Goods Administration (TGA) has confirmed it is investigating telehealth websites for "potentially unlawful" nicotine vape prescriptions, according to a new report from *Sky News Australia*.

The drug regulator is looking into four online providers which it suspects may be offering nicotine vape prescriptions without "properly assessing" patients.

The websites under scrutiny include medicalnicotine.com.au, myduke.com.au, quitmate.com.au and its related online provider medmate.com.au.

"Although these services are not illegal, advertising them could, depending on the context, amount to encouraging patients to request a particular prescription medicine and may therefore amount to unlawful advertising of that prescription medicine," a TGA spokesperson said.

"Ensuring that vaping products are only accessed under the supervision of a medical or nurse



practitioner also provides an opportunity for users to receive appropriate advice."

MyDuke, which is owned by Melbourne-based MEPH Pharmacy, has come under fire in the past for advertising nicotine vaping products unlawfully (**PD** 04 Mar 2022).

Health experts have argued that nicotine vape prescriptions must be handled by a qualified professional.

"There is a big difference between quality medical care being delivered from a quality telehealth appointment, to just clicking through an online form and being sold a vape almost directly," Associate Professor at University of Sydney School of Public Health Becky Freeman said. *JM*

Pharmacy Daily
ON LOCATION

 APP 2024

Today's issue of **PD** is coming to you from the Gold Coast.

APP2024 kicked off with a packed-to-the-rafters opening plenary as pharmacists and industry colleagues gathered to hear the latest news from its peak body, The Pharmacy Guild of Australia.

PD joined attendees, who were rushing to grab a free barista-made coffee at stands all around the Gold Coast Convention and Exhibition Centre.

Once seated, we were entertained by an Indigenous song and dance, with the whole audience standing up to join in, followed by a viewing of the Guild's new TV campaign, showing the full breadth of all that community pharmacists do.

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APP
2024

WIZARD *pharmacy*



Editor's Choice: curly hair loving combo helps lock in moisture

SEASONAL changes can be challenging for hair with the combination of heat, humidity, and UV exposure.

SheaMoisture's Coconut & Hibiscus range has been formulated with nourishing ingredients, including coconut oil and hibiscus flower extract, known for their moisturising and strengthening properties.

This collection is specifically designed for curly and textured hair to help protect and maintain beautiful, luscious curls.

With the help of curly hair expert Chrissy Zemura, SheaMoisture provides essential tips on how to use these products to regain healthy, hydrated, and

frizz-free hair this autumn.

Curly hair tends to be naturally drier, so keep it hydrated with SheaMoisture's Curl Smoothie or a hair mask, she explained, and offered the following tips:

- Limit the use of heat styling tools and use a heat protectant when necessary.

- Take time when detangling to minimise breakage, and consider using a conditioner to make the process smoother.

- Part hair into manageable sections to avoid more tangles.

- Opt for protective styles like braids or twists to shield from damage and retain moisture.

- Be gentle with the ends and, lastly, get regular trims.



L'Oreal's ambassador



MATILDAS star, Mary Fowler, has been announced as L'Oreal Paris' newest ambassador.

"Mary is a powerful, talented, and influential young woman who has captivated the country with her exceptionally skilled free-thinking style of play, and her authenticity," L'Oreal Paris explained.

The 21 year-old's debut with the beauty brand comes a week after helping the Australian women's national football team secure its spot in the upcoming Olympics.

"As a L'Oreal Paris brand ambassador, I hope that I'll be able to encourage Australian women to embrace themselves," said Fowler.

"I want people to feel comfortable in their own skin and have the confidence to express who they are in a genuine way."

As part of her role, Fowler will partner with the brand on women's empowerment initiatives, beauty launches, and campaigns in Australia and New Zealand.

"What inspires us about Mary is not just her talents and career achievements, but also her poise in handling a meteoric rise at such a young age," said L'Oreal Paris ANZ Marketing Director, Nadia Adelina.

"Mary remains authentically herself, spreading her positive spirit to uplift girls and women."

Second-skin coverage

MAVALA Switzerland Perfect Concealer (RRP: \$29.95) is a concealer and corrector which aims to integrate make-up and skincare.

The product claims to reduce dark circles and imperfections, soothe and moisturise the skin around the eyes while providing suitable correction and a long-lasting second-skin coverage, and is available in three shades.



Let skin soak up nature's good oil to hydrate

SUKIN Cleansing Oil (RRP: \$18) claims to moisture, hydrate and soften dry skin.

Formulated for all skin types, this lightweight and skin-loving natural formula works to improve skin as it cleanses it.

Harnessing the power of sunflower, macadamia and avocado oil, the formula gently removes waterproof makeup, SPF, and daily build-up.

Enriched with acai, cold pressed chia, jojoba, and grapeseed oil, the product helps leave skin feeling dewy, fresh and nourished.

Sukin has also launched a Mattifying Facial Moisturiser (RRP: \$16) for normal to oily skin.

This product is fast absorbing, with a shine-free formula designed to mattify oily complexions.



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Beauty & Wellness
by Pharmacy Daily



Dispensary Corner

JUST in time for Oscars season, weight loss drug manufacturer Eli Lilly has released a new ad called 'Big night', slamming celebrities and others who have taken medicine "never meant for them".

Instead, they have chosen to take weight loss medication "for vanity", the ad claims.

"But that's not the point," continued the ad.

"People whose health is affected by obesity are the reason we work on these medications.

"It matters who gets them."

Several celebrities have spoken publicly about using weight loss drugs, including English TV personality and singer Kelly Osbourne.

"There are a million ways to lose weight, why not do it through something that isn't as boring as working out?" Osbourne told *E! News*.

"People hate on it because they want to do it.

"And the people who hate on it the most are the people who are secretly doing it or pissed off that they can't afford it."

The 'Big night' ad is part of Eli Lilly's wider 'Get Better' campaign, which also features a second ad, 'Shame', focusing on society's views of obesity.

"These new films showcase our point of view around obesity - emphasising our commitment to patients by highlighting the seriousness of this disease and the appropriate use of anti-obesity medicines," said Jennifer Oleksiw, Global Chief Customer Officer at Eli Lilly.

COVID job effects

COVID-19 vaccinations not only reduce the likelihood of catching the disease, but also the risk of related clot and heart complications, according to a new observational study published in the journal *Heart*.

"Our analyses showed a substantial reduction of risk (42–82%) for thromboembolic and cardiac events in the acute phase of COVID-19 associated with vaccination," stated the researchers.

"Reduced risk in vaccinated people lasted for up to one year for post-COVID-19 venous thromboembolism, arterial thrombosis/thromboembolism and heart failure, but not clearly for other complications."

However, the authors of the study noted that further research into the possible waning of the protective effects of the vaccination over time and the impact of boosters is required.

Early screening

CANCER diagnoses are rising significantly among Australians, and are expected to exceed 200,000 annually by 2033, according to recent data cited by Roche Diagnostics.

This alarming increase, alongside an 8% drop in selected cancer-related diagnostic procedures, is leading medical experts to call for increased screening and early diagnosis.

"The call to action is clear: Australians must prioritise their health and ensure that cancer screenings are not delayed," the company urged.

Thank you, more than ever

THE Pharmaceutical Society of Australia (PSA) has announced the theme of Thank Your Pharmacist Day for 2024, which takes place 21 Mar, as 'More than ever'.

The annual celebration aims to bring together patients, community leaders and stakeholders from across the health sector to acknowledge the important work of Australia's pharmacists, with the new theme emphasising their growing role in the country's health care system.

PSA National President Associate Professor Fei Sim said that support for pharmacists, across all practice

areas and specialisations, was more vital than ever.

"Our profession is doing more to support the health and wellbeing of Australia than ever before," Sim said.

"We are accessible in communities, offering more services, delivering more vaccinations, and making critical medicines more accessible to all Australians regardless of where they live.

"Thank Your Pharmacist Day is an opportunity for all Australians to consider all the ways in which pharmacists support our health...I strongly encourage all Australians to thank their pharmacist." *JM*

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