

4 ways to help build strong bones

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Today's issue of PD

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

United for vaping

AUSTRALIA'S leading health organisations have united in a strategic alliance to support the Federal Government's vaping reforms.

The Australian Medical Association, the Royal Australian College of General Practitioners, and the Pharmacy Guild of Australia are backing legislation aimed at restricting the sale, supply, and manufacture of non-therapeutic vapes.

Announcing the alliance, Health Minister Mark Butler emphasised the importance of protecting younger generations from nicotine addiction, saying, "the fight against youth vaping steps up every day, and pharmacists, who are very much on the frontline, have a key role in dispensing therapeutic vapes where clinically appropriate".

Guild President Trent Twomey added, "community pharmacies continue to support evidence-based smoking-cessation and nicotine-dependence treatments, and individuals are more likely to quit for good when counselled by health professionals like pharmacists, doctors, and nurses".

New clinical care Standard

THE Australian Commission on Safety and Quality in Health Care has today launched a national Standard to improve the care of people with cognitive disabilities or impairments.

The 'Psychotropic Medicines in Cognitive Disability or Impairment Clinical Care Standard' aims to ensure the responsible use of psychotropic medicines, promoting safer and more effective treatments.

Over the past three decades, prescriptions for psychotropic medicines have increased by 60% across Australia.

Older adults, particularly those in aged care, are at a 22% higher risk of death within the first 100 days of being prescribed antipsychotics.

A third of individuals with intellectual disabilities are also

exposed to the potential risks of these medications.

Juanita Breen, a credentialed pharmacist from University of Tasmania, who specialises in dementia research, said regular review of medications is needed, as well as exploring non-pharmacological approaches.

"When people with intellectual disability or impairment receive care in different settings, this can result in a disjointed and inconsistent experience, which can be very difficult to navigate.

"Effective communication during transitions of care and support for decision-making processes is essential to upholding patient autonomy and safety," said Breen.

The standard applies to all settings where people with cognitive disabilities get care. *JG*

Vic Budget funding is just not enough

THE Pharmacy Guild of Australia, Victoria Branch has welcomed confirmation of funding to the community health sector to improve access to pharmacotherapy services in the 2024/25 Victorian State Budget.

The funding forms part of the Budget's \$95 million allocation for the Statewide Action Plan for Victorians struggling with chronic addiction.

The plan was announced in late Apr, when the Victorian govt earmarked \$8.4 million funding for pharmacotherapy grants as part of a range of harm minimisation initiatives.

The Society of Hospital Pharmacists of Australia (SHPA) has welcomed the Victorian Budget's multi-year investment of \$11 billion into its state's health system and an additional \$1.7 billion to improve hospitals and health infrastructure, but says it stops short of providing a much-needed boost to the ailing pharmacy workforce.

SHPA President Tom Simpson said that missing out on vital funding is "frustrating and should be urgently addressed so that more investment can be put towards developing the vital pharmacy workforce".

Savings on travel

POINTRS is offering people ways to save money on travel by using cash, credit card and loyalty points.

There are over 3,000-plus hotel stays and flights to explore for pharmacists and others.

See more on the **back page**.

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Connecting communities to care

Editor's Choice: Curing a hangover just got a whole lot easier

COULD there finally be a convenient cure for the dreaded hangover after a big night out?

One Australian company thinks so - hangover relief supplement brand, alc-eze, has introduced new on-the-go packs to complement its existing 30 and 60 bottle products.

The hangover relief formula includes nashi pear, which has been proven to reduce hangover symptoms, as well as B vitamins to support the metabolism of alcohol, kudzu to help flush out the key toxin that causes hangover symptoms, and more.

Each pack contains the ideal dosage to combat the effects of a night out, with the three-pack



offering one dose and the six-pack providing two doses.

"We understand the importance of convenience, especially when it comes to addressing the discomfort of a hangover," said Rohit Uppal, pharmacist and co-founder of alc-eze.

"We wanted to make sure

our customers could enjoy the benefits of our product wherever they are and make the most out of their day, even after a night out celebrating," he shared.

The new three and six packs will retail for \$9.99 and \$14.99 respectively and are available at leading pharmacies from today.

CeraVe to the rescue



DESIGNED to address damaged and compromised skin, skincare brand CeraVe has introduced its new Advanced Repair Balm in Australia and New Zealand.

The product was developed in consultation with dermatologists to offer instant hydration, soothing and protection for rough, dry skin, while restoring the skin's barrier.

Containing three essential ceramides, petrolatum, and hyaluronic acid, the new balm can be used as often as needed or as part of a morning and night routine on the face, body and lips.

The formula has been tested by dermatologists, and is free of fragrance, dyes and lanolin to minimise risk of irritation.

"Living with dry skin can lead to itch and discomfort, dull and flaky skin, and also gives rise to a range of skin conditions," said Australian dermatologist, Dr Ryan De Cruz.

"For those with extremely dry skin, I recommend ceramide-based products that are fragrance-free and minimalist in formulation to restore the skin moisture barrier, soothe and rehydrate."

CeraVe's Advanced Repair Balm is now available exclusively at Chemist Warehouse both in-store and online in 50ml (RRP: \$17.99) and 88ml (RRP: \$26.99) sizes.

Burt's is in full bloom

WITH Mother's Day fast approaching, Burt's Bees has unveiled two new gift sets, perfect for the women in our lives to pamper, rejuvenate and cherish their lips.

Both collections feature four lip balms crafted with 100% natural ingredients including nourishing oils and butters.

The 'In Full Bloom' set features punchy flavours like strawberry and pineapple, while 'Just Picked' offers tastes like coconut and pear.



A volumising mascara that's hard to resist



DB COSMETICS has launched its new Peep Show Mascara, which it says is good enough to rival cult favourite Two Faced 'Better Than Sex' - and is only half the price.

The product promises dramatic volume, a false lash effect and a base-to-tip curl, achieving an intensive, oversized and

multidimensional look.

The mascara's formula includes ingredients like hyaluronic acid, pro-vitamin B5 and vitamin E to help nourish, condition, and strengthen lashes.

"Peep Show is our most highly anticipated product launch of the year, and with good reason," said DB Cosmetics Senior Brand Manager Katrina Sartitsis.

"It rivals its luxury counterpart, the Two Faced product 'Better Than Sex' Mascara, retaining the same amazing quality but without the hefty price tag."

Available in the original and waterproof formula, DB Cosmetics Peep Show Mascara is available for RRP: \$19.99, with the beauty brand's products stocked in pharmacies around Australia.

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Beauty & Wellness
by Pharmacy Daily



Dispensary Corner

THE popular bovine bonding trend known as "cow cuddling" is now under threat due to the unexpected arrival of bird flu. Participants typically cozy up with calves and fully grown cows for relaxation, apparently finding it both calming and therapeutic, and the trend has been gaining traction in both the UK and the US. However, concerns have emerged about bird flu's transmission to dairy herds. Since Mar, reports of bird-to-bovine flu transmission have surfaced, affecting dairy farms in nine US states. Although no cases have been reported in the UK yet, scientists believe the virus may be more widespread than initially suspected. The US state of Texas has even recorded the first case of cow-to-human transmission, raising further alarm. Despite government data suggesting a generally low risk of human infection, officials are urging cattle farmers to limit their herds' exposure to visitors. In Michigan, this has even prompted new sanitation rules and visitor restrictions. Tim Boring, the Director of Michigan's Department of Agriculture and Rural Development, stated, "from a human to animal health standpoint, now is not a good time to cuddle cows", and he couldn't be more right. So, for now, cow enthusiasts are advised to keep their distance until the situation settles down.

COVID pregnancy impact

AUSTRALIAN mothers and their babies experienced some positive outcomes during the early years of the pandemic, new research from the Australian Institute of Health and Welfare (AIHW) has discovered. The report, titled *Maternal and perinatal outcomes during the 2020 and 2021 COVID-19 pandemic*, looks at statistics from the National Perinatal Data Collection to determine outcomes during the first two years of COVID-19 in Australia (2020 and 2021), compared with what would have been expected based on trends in the four years prior to the pandemic (2015-2019). There were several positive trends identified in 2020 and 2021 combined, including fewer babies born at a low birthweight and fewer requiring specialised care in a special nursery or neonatal intensive care unit; more women who birthed at home; fewer babies born pre-term; and a significant uptick in women who birthed without labour being induced. However, pregnant women also experienced high levels of mental distress in the early stages of the pandemic, including depression, anxiety and stress, with a higher number experiencing high blood



pressure compared to pre-COVID. "In terms of the characteristics and risk factors of birthing mothers (such as age and weight), there didn't appear to be a change in these years," AIHW spokesperson Deanna Eldridge said. "There was also no clear change in the stillbirth rate...and data from the National Maternal Mortality Data Collection suggest that there were no maternal deaths directly related to COVID-19 infection in 2020 or 2021." AIHW conceded the study was unable to determine the causes of the observed changes, and said there is a possibility some of the positive outcomes were unrelated to the pandemic altogether. *JM*

Browser plug-in to block alcohol imagery

A BROWSER plug-in that blocks online alcohol imagery has found significant support, revealed a study published in the *Health Promotion Journal of Australia* yesterday. The tool aims to prevent young people from being influenced to drink or overconsume alcohol. Lead researcher Maree Patsouras of La Trobe University's Centre for Alcohol Policy Research said the study showed a clear relationship between alcohol exposure and usage. "Most participants believed that viewing alcohol imagery online could trigger cravings and temptations," Patsouras said. The majority felt that a browser plug-in would be an easy intervention tool for parents and individuals dealing with alcohol issues, and called for stricter government regulation and marketing restrictions.

Quality of care tools

A FLINDERS University team led by Prof Julie Ratcliffe will focus on enhancing healthcare quality for older Australians. Building on their successes in aged care, Ratcliffe's team will develop tools to measure the quality of care older people receive in hospitals and other clinical settings. "Quality improvement efforts within healthcare are urgently needed for older people, whose voices are often unheard," said Ratcliffe. She highlighted that the current tools were found to be inadequate for systematic monitoring and reporting of older adults' care experiences. With nearly \$3 million in funding from the National Health and Medical Research Council's Investigator Grant Scheme, the team aims to develop and validate new measures for 'Quality of Life and Quality of Care' experiences, reduce reliance on proxy assessors, and empower cognitively impaired older adults to self-assess. The project titled, 'New Health Economic Tools for Improving the Health and Wellbeing of Older Australians', will also adapt Ratcliffe's nationally implemented 'Quality of Life and Quality of Care' tools, initially developed for aged care, to clinical settings like hospitals. Flinders University Deputy Vice-Chancellor (Research) Prof Raymond Chan praised Ratcliffe's internationally recognised work, noting, "this grant will allow her to build on her success in aged care and apply her expertise to our healthcare system".

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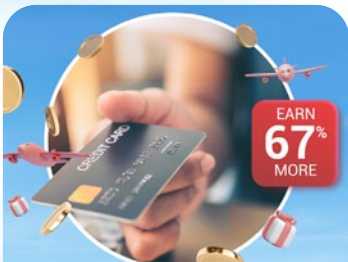
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ATO

Pointr #997

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EXPENSES

Pointr #1939

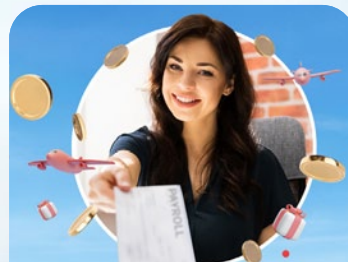
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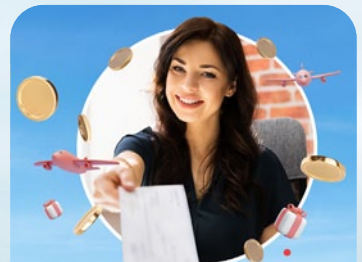
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