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## Today's issue of PD

*Pharmacy Daily* today features three pages of news, including our **Beauty & Wellness** feature, plus full pages from:

- **Pointrs**
- **Glucojel**

## Points giveaway

**POINTRS** has two million points to give away today to 10 lucky winners, which can help them fly anywhere in the world.

Head to **page four** to learn how to enter as well as sign up to a free 30-day trial.

## Spread the joy

**GLUCOJEL** is running a major campaign for a \$10k giveaway, so stock your shelves well with the popular product to attract more customers instore.

Learn more on the **back page**.

## New PBS treatment

A **NEW** all-oral, fixed-duration therapy for Chronic Lymphocytic Leukaemia (CLL) and Small Lymphocytic Lymphoma (SLL) has been listed on the PBS.

The combination of Imbruvica (ibrutinib) and venetoclax tablets offers a non-chemo option for newly diagnosed and untreated patients.

Prof Con Tam, Head of Lymphoma Services, Alfred Health, said this 15-month treatment allows around 90% of patients to remain treatment-free for over four years.

## Priceline's rebrand "a real refresh"

**PRICELINE** is set to undergo a rebrand next month to reflect its strategy combining beauty with health expertise and value.

"We are recognised for having a very wide range with great value and being a real destination for beauty," Richard Pearson, Retail Director at Wesfarmers Health told *Pharmacy Daily* yesterday.

"We have beauty advisors who are highly trained and skilled in every store, so that customers can get a much higher level of service.

"But obviously, where we differentiate in the beauty market is our pharmacists, who are able to develop a really strong relationship with their patients and give advice and bring their expertise to bear.

"It's a real refresh and rejuvenation for the brand."

Pearson also discussed Priceline's



plans to double the size of the business within the next five years, most of which will come from existing outlets, although there are plans to accelerate the number of pharmacies within the network.

In addition, there is potential for Priceline to rejuvenate its mix of brands and services to bring the new brand to life, as well as inject extra innovation to the business.

"We also see a huge opportunity for incremental growth in terms of e-commerce. We know it's a huge part of the beauty and health market, and we underperform in that sector at the moment," Pearson admitted, adding that there are plans to create even

stronger bonds with its Sister Club membership of nine million members through targeted marketing.

"All those pieces form what we hope is a really compelling growth plan," he said.

Looking at the overall pharmacy landscape, Pearson described it as "a highly competitive market" and predicted further consolidation.

"The number of pure independents in the market will diminish rapidly over the next few years, as people look to consolidate and gain the efficiencies of scale and the buying power of being part of either a really big branded group or a smaller group.

"We've seen that happen at pace already," he explained, noting the recent changes in pharmacy through 60-day dispensing and scope-of-practice.

"In any era of change, it gives opportunities for people who are able to latch on quickly...to do a great job of translating [them to] customers and achieve growth on the back of that." *JHM*

## Eye drug listed

**EYLEA** (afibercept) 8mg is added to the PBS for treating wet age-related macular degeneration (wAMD) and diabetic macular oedema (DMO).

The new formulation, containing four times the molar dose of the original, reduces injection frequency without compromising safety or effectiveness.

Patients will require just three initial monthly injections, followed by extended dosing intervals of eight to 16 weeks.

Studies show most wAMD and DMO patients can be managed with three- to four-monthly injections.



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# Supporting Your Commitment to Community Health.

“When considering a brand, our core values needed to align as my pharmacy is a core health provider for my community. In 18 months, the alignment has surpassed what was promised. It was a really nice surprise.”

- Anna Theophilos, Pharmacy Owner, TerryWhite Chemmart Surrey Hills South (Vic)



## Editor's Choice: A start-up on a mission to change oral care

**AUSSIE** health start-up embi Oral Optimal Care is on a mission to change the way consumers approach oral care through sustainability and innovation.

The zero-waste company offers a wide range of products, including a tongue scraper, to help remove bacteria and lead to healthier teeth and gums.

According to founder Michael Blumberg, daily tongue scraping for 15 seconds a day before brushing can reap immediate results.

Each embi product is made from biodegradable materials and features eco-friendly packaging, including tongue scrapers made from stainless steel and pure

copper (RRP: \$22.95 each), whitening toothpaste tablets (RRP: \$12.95), silk floss picks (RRP: \$5.95 each), dental cases (RRP: \$12.95) and toothbrushes (RRP: \$4.95 each).

Most toothbrushes are made from non-recyclable plastics, which can take hundreds of years to decompose, adding to landfill, releasing microplastics into the environment and contaminating oceans and soils.

The embi range of oral care products is now available in over 50 pharmacies around the country, including Priceline, TerryWhite Chemmart, Mr Vitamins and various independent retailers.



## Priceline on trend



**AT PRICELINE'S** Beauty Prescription Live event yesterday, Head of Beauty Jenna Edebohls revealed the pharmacy's plans for the year ahead, including a focus on private labels.

"It's a really good way for us, particularly in economic times like this, to provide really efficacious and affordable products to our customers," explained Edebohls, mentioning Priceline's new boob tape brand, illi.

"We have almost 1,000 private label products across several different brands across a multitude of categories."

Meanwhile, the Wesfarmers business is welcoming other new brands, including Korean skincare giant Innisfree, haircare brand Umberto Giannini and tween skincare brand Bubble.

Edebohls also discussed the celebrity-driven beauty trends seen at Priceline, from the rise in glitter sales as a result of "the Taylor Swift effect" to the increase in blush sales since pop star Sabrina Carpenter hit the charts.

Next year, Edebohls predicts similar beauty trends at Priceline when Kylie Minogue and Olivia Rodrigo tour Australia.

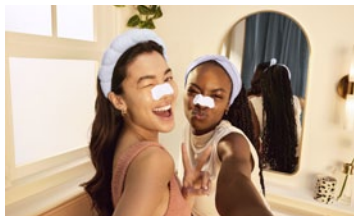
## Bye to blackheads

**NINETIES** skincare favourite, Biore's Deep Cleansing Pore Strips (RRP: \$6.99 - \$12.99) instantly get rid of pore-clogging build-up, dirt, oil and blackheads.

The strips also help to visibly reduce the appearance of pores with continual use and are designed to stick to blackheads, not skin.

Biore Pore Strips are cruelty-free, dermatologist tested, vegan friendly and come in packs of six.

Available at Chemist Warehouse.



## Here comes the sun: New products from Natio



**JUST** in time for summer, Aussie beauty brand Natio has released a new range of sunscreens to suit a range of different skin types.

The new Sun Invisible Mist

Sunscreen SPF 50+ (RRP: \$24.95) is easy to apply with a fine mist and is packed with skin-friendly ingredients, including vitamin E, to keep skin glowing and hydrated throughout the day.

Simply hold the product 10-15cm away from the body and apply liberally and evenly until the product looks and feels wet, and re-apply every two hours.

Meanwhile, Natio's Sun Invisible Stick Facial Sunscreen SPF 50+ (RRP: \$22.95) comes in a convenient stick and is easy to apply over make-up.

Glide on the skin and top up without any fuss or mess.

Both of Natio's new products were released last week at pharmacies across Australia.

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**Beauty & Wellness**  
by Pharmacy Daily



### Dispensary Corner

**A RECENT** study suggests that artificial intelligence chatbots, like ChatGPT, might be your next go-to for lower back pain advice.

Led by A/Professor Bruno Tirotti Saragiotta from the University of Technology Sydney, the research tested how well these chatbots answer common questions about lower back pain.

The results were apparently pretty impressive as AI bots nailed advice on treatments like exercise and self-care tips.

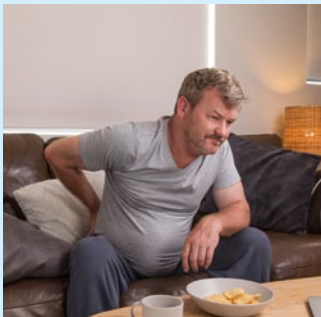
Need a good massage or acupuncture? The bots are on it.

However, they're still learning, as the AI chatbots provided some inaccurate recommendations to other commonly asked questions.

Another key observation was the ability of AI chatbots to recognise situations requiring medical referrals.

In cases where professional care should be recommended, the AI systems advised users to consult a healthcare provider in 70-100% of instances.

Dr Giovanni Ferreira from the University of Sydney summed it up - AI chatbots are a decent starting point but don't cancel your GP's appointment just yet.



## Priceline's new women's health check

**PRICELINE** will launch a new cervical cancer screening program in select stores, offering women the opportunity to self-test in the privacy of a pharmacy's consultation room.

Announced at Priceline's Beauty Prescription Live event (pictured right), the health initiative aims to make screening more accessible and convenient.

In partnership with Wesfarmers' InstantScripts telehealth doctors, the self-test samples will be analysed, with results delivered directly to the patient.

The program supports Australia's goal of being the first country to eradicate cervical cancer by boosting participation and early detection rates.

The pilot program will roll out in Nov, with plans for national expansion based on feedback.

Amy Jones, Priceline pharmacist, said, "the fact that we can provide cervical cancer screening, and prescribe certain women's health medications in the pharmacy, is a testament to how our scope of practice continues to evolve".

"The new programs allow us to play an even greater role in delivering accessible, holistic



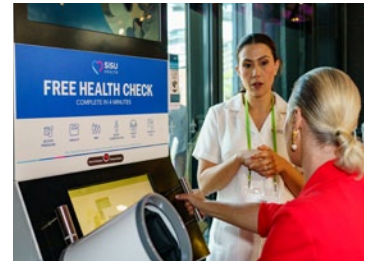
healthcare services to our communities," commented Jones (pictured right).

The initiative complements Priceline's broader healthcare mission, which includes the Shane Warne Legacy, a program launched in honour of the cricketer to encourage Australians to prioritise their health.

Priceline also offers SiSU health stations, where customers can perform a range of biometric tests.

Over the past eight years, millions of health checks have been conducted, providing biometric data to help people take a proactive approach to their health.

"The SiSU health stations are such a valuable resource, allowing customers to conveniently monitor key health metrics like blood



pressure and diabetes risk right in our stores," said Jones.

These self-service kiosks generate personalised health reports that can be tracked via a mobile app, making health monitoring more convenient and accessible. *JG*

**Pictured** (above): Priceline panel - Jenna Edebohls, Head of Beauty; Amy Jones, pharmacist; Sarah Laidlaw, Hair and Makeup Director; and Gabrielle Tully, Head of Communications, PR & Events.

### Exercise therapy

**A MONASH** University-led study suggests that structured education and exercise therapy may delay or avoid knee replacement surgery in people with lower pain levels.

The GLA:D Australia program teaches self-management skills for osteoarthritis, proving to be a cost-effective solution that enhances healthcare sustainability while reducing surgical demand.

## DID YOU KNOW?

That we regularly publish **Health Professional only** editions of *Pharmacy Daily*?

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2. Go to [sunrise.com.au](https://sunrise.com.au) to submit your entry, telling us in 25 words or less: Where would you fly to and why?

**\*Hurry! Competition closes at 12:00 AEST on Thursday, October 3rd. Winners will be announced LIVE on Sunrise on Friday, October 4th!**







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