

## Today's issue of PD

Pharmacy Daily today features two pages of news, plus full pages from:

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

## \$10k jellybeans

PHARMACY customers have a chance to win \$10,000 when they purchase Glucojel jellybeans, so make sure your shelves are fully stocked.

Check out the **last page** for more information.

## Have your say

ON NATIONAL Pharmacy Technicians and Assistants Day yesterday (PD 15 Oct), Advanced Pharmacy Australia (AdPha) opened up consultation for Australasia's first competency standards for pharmacy technicians.

The framework provides a standardised approach to the profession in all practice settings and a platform from which educational content and accreditation standards, as well as recognition programs, can be developed.

According to AdPha President Tom Simpson, the foundational document is the first major step in formally recognising the vital role pharmacy technicians play in supporting patient care.

Additionally, AdPha is offering 50% off annual technician membership fees until 31 Oct.

## Amcal enters a new 'for you, for life' era

AMCAL has unveiled a new brand campaign under the new tagline 'Amcal. For You. For Life'.

Signalling the start of a new era for the Sigma Healthcare brand, the refreshed identity emphasises Amcal's ability to service all generations of customers, from babies to the elderly.

"The new campaign highlights Amcal's strong heritage in Australia, supporting communities with trusted pharmacists' advice through more than 85 years," said Sigma Healthcare Chief Executive Vikesh Ramsunder.

"We are proud to highlight Amcal's consumer strengths and how it will continue to help every generation in communities across Australia," he added.

"Amcal will always service all its valued customers, but it will have a particular focus on assisting with women's health."

The brand also launched a women's health magazine, which will feature product offers as well as practical women's health advice



## Mag-Sup powder

A better way to absorb magnesium.

Pharmacy only.

Available in 200g pack size (40 doses) from Symbion, Sigma, API and CH2.

Always read the label and follow the directions for use.



from Amcal pharmacists and other healthcare professionals.

At the same time, Amcal announced RizeUp Australia as its new charity partner, which supports families impacted by domestic and family violence.

"RizeUp Australia thanks Amcal for its support and we are delighted by this new sponsorship," said RizeUp founder and CEO, Nicolle Edwards, adding the partnership will be "instrumental in driving our

impact further".

MEANWHILE, the pharmacy brand is preparing to roll out around 200 new private and exclusive label products over the coming months.

The offerings will include skincare and natural medicines under the Guardian brand.

Customers can also expect to see new, affordable beauty products under Amcal's Skin Theory and Beauty Theory ranges. JM

## More support for NSW pharmacists

THE Pharmaceutical Society of Australia (PSA) has partnered with NSW Health to deliver specialised training and support for pharmacists delivering services under the Opioid Treatment Program (OTP).

The offerings include a dedicated resource hub, a series of online modules and webinars, and the expansion of the Pharmacist-to-Pharmacist Advice Line to all

participating businesses.

PSA NSW President Luke Kelly encouraged pharmacists to consider implementing OTP in their pharmacies, describing it as "an incredibly successful program" that is "rewarding for pharmacists and produces positive outcomes for people accessing treatment".

"These PSA offerings provide all the support pharmacists need to deliver a high-quality OTP service."

## Save on a holiday

POINTRS is offering a free 30-day trial, giving pharmacists the opportunity to save big on their next holiday.

Using cash as well as airline and credit card loyalty points, members can save up to 81% on return international flights.

For instance, score a return business class fare to Doha with Qatar Airways from only \$2,199 - more on **page three**.



## NOVELLA -1

"YOUR CHOICE" FOR EMERGENCY CONTRACEPTION

Ask your pharmacist about this product. Always read the label and follow the directions for use. If symptoms persist talk to your health professional. Novella-1 contains levonorgestrel 1.5mg per tablet. For emergency contraception within 72 hours of unprotected intercourse. Do not take this medicine: • if you are allergic to levonorgestrel • if you are already pregnant • if you previously had unprotected intercourse more than 72 hours earlier in the same menstrual cycle, as you may already be pregnant • if you have unexplained vaginal bleeding • if you have breast cancer. Tell your pharmacist or doctor before use if you: • are taking other medications • have any medical conditions. Read the pack insert before use. Contains lactose as monohydrate. Also contains pregelatinized starch, maize starch, povidone, magnesium stearate, and colloidal anhydrous silica. N260924+S31.0



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## Dispensary Corner

IT TURNS out that being smart can take its toll.

Having a higher IQ as a teenager makes it more likely that you'll develop alcohol dependence later in life, a new study published in *Alcohol and Alcoholism* has found.

Researchers at the UT Southwestern Medical Center looked at a random sample of 8,254 survey participants who answered questions about their drinking habits in 1992 and 2004, when they would have been about 53 and 65 years old.

They found that for every one-point increase in IQ, there was a corresponding 1.6% increase in the likelihood that respondents reported moderate (one to 29 drinks per month for women and one to 59 drinks for men) or heavy alcohol use (30 drinks or more per month for women and 60 drinks or more for men).

However, those with higher IQs were less likely to binge drink, measured at five or more drinks in one session.

The study also found that income level partially influenced the relationship between IQ and drinking habits, potentially because higher IQ may lead to stressful jobs.

"We're not saying that your IQ in high school controls your destiny, but IQ levels could lead to intervening social factors that influence drinking, and it's an important mechanism to explore," said senior author E. Sherwood Brown, Professor of Psychiatry and in the Peter O'Donnell Jr. Brain Institute at UT Southwestern.

## DDS on "solid ground"

**DISCOUNT** Drug Stores (DDS) is preparing to launch more than 220 private and exclusive label products into its stores over the next six months, the brand revealed at its annual conference on the Gold Coast over the weekend.

Pharmacy representatives from every DDS store across the country attended the event, including Sigma Healthcare CEO Vikesh Ramsunder (pictured), who during his keynote address emphasised Sigma's commitment to growing the number of stores across Australia.

"Sigma is very committed to enhancing the DDS brand and has set a target of 150 DDS stores in the medium term," he said.

"We have strengthened our retail team and are implementing best-in-class retail management practices to support our DDS pharmacies."



Themed 'Solid Ground', the conference included a gala event celebrating the brand's national award winners for this year, with Thornton Discount Drug Store taking home the DDS Store of the Year title for the second year in a row.

Additionally, DDS officially launched 'Dogtober', an annual fundraising drive in support of Assistance Dogs Australia.

Through grassroots fundraising in all of its 100+ stores, DDS has raised more than \$392,000 over 12 years to support the charity. *JM*

## Combined job

A COMBINED COVID-19 and flu vaccine is being developed in Australia, with researchers at Mater Hospital Brisbane leading the trial.

The protein-based jab can fight both influenza and COVID-19, while also being safe for people with weak immune systems, cancer or a history of the disease.

Leading the trial is Mater's Director of Infectious Diseases, Professor Paul Griffin, who said, "providing people with the option of an approved combination vaccine will help with vaccine uptake as there will be no need for two jabs".

He said the new vaccine could appeal to people who cannot or do not want to have an mRNA jab.

## PRODUCT SPOTLIGHT

Suppliers wanting to promote products in this feature should email [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)

### Hunny Simply - Lip Care Made Simple

Hunny Simply functional hydrating and fun design pot is the perfect lip balm for on the go with a unique honey dipper applicator. It is soothing, smells amazing, comes in honey and strawberry flavours, and is no mess on the go. Hunny Simply keeps lips soft and shiny, preventing them from becoming dry and cracked, provides protection from environmental damage, heals and repairs, and enhances appearance.

RRP: \$14.95

Stockist details: [sales@hunnysimply.com.au](mailto:sales@hunnysimply.com.au)

Website: [www.hunnysimply.com.au](http://www.hunnysimply.com.au)

Enquiries: 1300 359 88





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