

Today's issue of PD

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

- Dispense Assist
- Nova Pharmaceuticals
- BioCeuticals

Low-cost solution

DISPENSE Assist is a low-cost staffing solution with dispensary technicians available 24/7 at rates as low as \$6.37 per hour for sessions from 30 minutes to two hours. Learn more on **page four**.

New medication

NOVA Pharmaceuticals emergency contraception Novella-1 is available now to order for dispensing by pharmacists to appropriately counselled customers. See more on **page five**.

AdPha seeks pay reforms

ADVANCED Pharmacy Australia (AdPha) has welcomed a new pay agreement for hospital pharmacists and technicians in New South Wales, calling it a vital first step towards addressing workforce shortages in the healthcare sector.

However, AdPha President Tom Simpson pointed out that more reforms are necessary to ensure that pharmacy awards are suitable for the modern healthcare landscape.

“Without fairer remuneration, hospital pharmacy workforce shortages will continue, and patients stand to lose the most,” Simpson stated.

He emphasised that hospital pharmacists and technicians play an essential role in delivering safe patient care, and their contributions to the healthcare system should not be undervalued.

“They work as part of an increasingly complex health environment ensuring the safe and quality use of medicines, and provide a myriad of clinical



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pharmacy services whether they are by the bedside, in the pharmacy, or in governance and systems roles,” said Simpson.

While acknowledging the NSW Government and Health Services Union for taking this critical first step, Simpson expressed hope that both parties will collaborate on creating a more modern and effective pharmacy award.

“We look forward to seeing both sides commit to working together to improve the framework that supports our pharmacy workforce,” he added, underlining the importance of ongoing reform to attract and retain skilled professionals in the field. *JG*

For heart regime

BIOCEUTICALS Ubiquinol BioActive is formulated to maintain healthy cholesterol and blood lipids, and has antioxidants for older people. Learn more on the **back page**.

NSW Drug Summit

DRUG policy reform and the need for NSW to address the unique challenges in regional areas, including gaps in service access, was a key focus of the recent NSW Drug Summit Regional Forum.

In attendance was the Network of Alcohol and other Drugs Agencies CEO, Dr Robert Stirling, who said, “this forum is an opportunity to align drug policy with community expectations and reduce stigma against people who use drugs”.

Also present was Directions Health CEO Bronwyn Hendry, who advocated for harm reduction policies, including decriminalisation, and better support for co-occurring mental health conditions.

“If we can reduce the shame and stigma experienced by those with problematic drug use, we can intervene earlier and prevent or reduce the harms experienced,” she said.

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*Peter RU and Rocjarz-Barthauer U, Br J Dermatol 1995;132(3)441-5. Department of Dermatology, University of Munich, Germany. Janssen Research Foundation.

Editor's Choice: UK brand Truyu Beauty offers practical tools

HEAD-TO-TOE beauty tool and accessories brand, Truyu Beauty, has been around for over 20 years with this experience demonstrated by its quality craftsmanship.

Part of the UK-based Zwilling Beauty Group, Truyu Beauty offers high quality and affordable beauty tools and accessories designed to meet all grooming needs.

Boasting everything from cosmetic brushes, mirrors and curlers, to manicure, pedicure products and all the brow essentials, Truyu's range is also practical and easy to use.

The range is available at Aussie Pharmacy, and Farmers, Life Pharmacy, Unichem and Bargain Chemist in New Zealand.



1000Hour rebrand



IN A significant transformation marking over three decades since its inception, brow company 1000Hour has announced a complete rebrand that promises to refresh its iconic product line.

The relaunch features new packaging designs for staple products while maintaining the trusted formulations that have made the brand popular, such as its Lash & Brow Dye Kits.

"1000Hour has been a go-to for generations, passed down from mother to daughter and shared among friends, solidifying its status as a cult favourite for achieving effortless beauty," the brand stated.

Responding to consumer feedback, the brand is also expanding its range to include a broader array of shades, making it easier for everyone to access salon-quality beauty at home.

The newly branded products are available at major retailers, including Chemist Warehouse, Direct Chemist Outlet, TerryWhite Chemmart, and Price Attack.

Intense hydration

KNOWN as one of Japan's most loved skincare brands, Hada Labo's moisturising facial masks are perfect for immediate hydration, thanks to the brand's unique super-hyaluronic acid.

Made up of three hyaluronic acids with different molecular weights, the mask helps smooth, plump and revitalise the skin.

It's an ideal treatment to prepare the skin before make-up or to lock-in hydrating and calming skincare.

Available at Priceline. RRP \$6.95.



Quick Flick's new innovative 4-in-1 eyeliner



AUSTRALIAN beauty brand Quick Flick has just launched an innovative 4-in-1 eyeliner pen, the Quick Line (RRP: \$29.99).

Inspired by clickable old-school

pens, the eyeliner features four different colours to take pharmacy consumers from a day to an evening look as well as touch ups, including black, brown, burgundy and gold shimmer.

Quick Flick products are perfect for travelling and are vegan and cruelty-free and available nationally in Priceline in-store and online.

The beauty company is currently in the process of expanding its retail footprint across Australia.

Launched by award-winning entrepreneur Iris Smit in 2017, Quick Flick first rose to fame several years ago with its innovative eyeliner stamp and has since expanded its beauty product range to skincare, suncare, lashes and haircare.

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Beauty & Wellness
by Pharmacy Daily



Dispensary Corner

A NEW cybersecurity study has revealed that while millions monitor their health with internet-connected devices, they might be opening the door to hackers.

Charles Darwin University (CDU) researchers have discovered that oximeters, smartwatches, and smart peak flow meters are a juicy banquet for cyber criminals.

Led by Dr Bharanidharan Shanmugam, CDU's cybersecurity team decided to poke around in these devices and pulled off some "sniffing" and "jamming" tricks.

Think of sniffing as a hacker lurking outside your house, listening in on your vital signs.

Dr Shanmugam explained that sniffing lets hackers snag your oxygen levels and heart rate, which allows them to gain unauthorised access to sensitive patient data, such as oxygen saturation levels, heart rate readings, and patient identifiers, leading to inaccuracies in patient monitoring and potentially incorrect clinical decisions.

Jamming, on the other hand, is more like holding a pillow over your wi-fi - it blocks data, potentially leaving healthcare providers in the dark.

With smart health devices predicted to balloon to a \$270 billion market by 2029, Dr Shanmugam's team hopes manufacturers will add a little more armour.

After all, no one needs cyber-hackers tracking a blood pressure spike during a horror movie.

Gaps in sexual health info



THE Sphere Centre of Research Excellence at Monash University is advancing contraceptive knowledge for young women in rural and remote Australia through its Extend-Prefer study.

Findings from the study, published in *Sexual & Reproductive Healthcare*, reveal that young women in these areas face a 1.4 times higher likelihood of unintended pregnancies compared to their urban counterparts, largely due to limited access to sexual health information and services.

The study assessed the effectiveness of an educational video tailored for women aged 16 to 25, designed to improve awareness and preferences for effective contraception, particularly long-acting reversible contraception (LARC) like

intrauterine devices and implants.

Of interest to prescribing pharmacists is that while the video increased contraceptive knowledge, the study revealed that preferences for effective methods did not consistently lead to usage, suggesting that structural barriers like cost, limited providers, and stigma hinder access.

Prof Danielle Mazza, lead author and head of Monash University's Department of General Practice, emphasised the broader consequences of unintended pregnancies, including health and economic impacts.

"Women with an unintended pregnancy are more likely to experience depression, pre-term birth, and have an infant with low birth weight," she explained.

"Designed to increase knowledge of all methods of contraception, including LARC as the most effective method, the research addressed many of the questions and concerns young women have about contraception, including their effectiveness and common side effects," Prof Mazza said. *JG*

COVID report calls to clear surgery backlog

THE COVID-19 Response Inquiry Report recommends a national strategy to address elective surgery backlogs, boost preventive healthcare, and move past pandemic politics.

Australian Medical Association President Dr Danielle McMullen has welcomed the report's call for a national plan, noting the AMA's 'Clear the hospital logjam' campaign.

"It's not enough to have patients in pain waiting years to regain their lives," she said, urging all governments to

support the recommendation.

Dr McMullen highlighted the worsening state of public hospitals, with long waits for essential surgeries and challenges in accessing specialists.

The AMA also endorsed the report's emphasis on preventive care, especially for rural and high-risk groups.

Dr McMullen stressed the need for a preventive health focus to reduce chronic diseases, lessen economic burdens, and ease hospital pressures.

For the full report, **CLICK HERE**.

All bodies matter

THE unique body image challenges faced by women with disabilities have been revealed by the My Body My Voice Project, led by Victorian organisation, Women's Health in the South East (WHISE).

The project, supported by the Butterfly Foundation and Women with Disabilities Victoria, emphasises the impact of ableism, inaccessibility, and underrepresentation in media. "Body dissatisfaction is universal, but for women with disabilities, ableism and lack of representation compound it," commented Kit McMahon, CEO of WHISE.

The Australian project calls for a shift towards more inclusive, patient-centred healthcare that respects each individual's experience.

Ruth Wykes, a participant in the focus group who lives with chronic pain, shared her perspective: "[We] do live a fairly isolated existence".

"We don't fit in a box.

"We don't all respond to a particular type of medicine or a particular type of therapy.

"What we need is for you to listen, to listen without assumption," Wykes said.

Women with disabilities are also often excluded from mainstream conversations about beauty standards and body positivity.

McMahon said, "addressing body dissatisfaction is crucial as it is a known risk factor for eating disorders".

This project seeks to change that narrative by promoting a more inclusive and diverse understanding of beauty, and all bodies are worthy of respect.



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