

Today's issue of PD

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

- Dispense Assist
- Glucojel
- Nova Pharmaceuticals

Dispensary help

DISPENSE Assist is a low-cost staffing solution with dispensary technicians available 24/7, at rates from as low as \$7.42 per hour, for services that include compounding, DAAs and any other required tasks - see **p5**.

Attract customers

GLUCOJEL jellybeans can help reel more customers into your pharmacy. Learn more about a discount offer on **page six**.

Vic pharmacist gets Patients Australia gong

SARA Murdock, a pharmacist from Pharmacy 777 in Pascoe Vale, Victoria, was awarded Outstanding Community Pharmacist at the 2025 Patients Australia Awards Gala, which recognise individuals and initiatives driving meaningful change in healthcare.

Patients, health professionals and sector leaders gathered in Melbourne for the gala, where 16 awards were presented to those whose work is shaping a more patient-centred, equitable and responsive health system.

"To be recognised on a national level for the work we do in community health, alongside some of the most dedicated professionals in Australia, is something I'll never take for granted," Murdock said.

"This moment represents not just my journey, but every patient, every colleague, every late night and early morning, every home visit and every child who's grown up watching their mum lead with purpose and compassion.



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"Let's keep raising the bar for what community healthcare can be," she concluded.

Pharmacy 777 Managing Director Kim Brotherson said he was incredibly proud of the group, and also acknowledged nominees Stefan Vrankovic from Pharmacy 777 Albion Park in NSW, and Pharmacy 777 Nollamara Pharmacist Jerome Ghattas in WA.

"Their commitment to empathy, advocacy, and patient-centred excellence has not only impacted the lives of those they care for but also continues to inspire their colleagues and the broader healthcare community,"

Brotherson said.

"Our dedicated pharmacists being recognised at a national level is a testament to the passion, integrity, and innovation they all bring to their work every day.

"Congratulations to Sara, and to Stefan and Jerome, this nomination is a powerful acknowledgment of your contribution to advancing better health outcomes and putting patients first.

"We're incredibly proud to have you all recognised on a national scale," Brotherson concluded. **KB**

Pictured: Sara Murdock and Kim Chong, Pharmacy Guild Victoria Vice President.

Treat skin conditions

NOVA Pharmaceuticals has a range of topical treatments for skin conditions, including anti-fungal cream Trimacorte, and Dermacorte for itching and inflammation.

See more on **page seven**.

NEW

Ultra Gut Health with UltraBiotic IBS

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* Williams EA et al. (2009). *Alimentary Pharmacology & Therapeutics*; 29(1):97-103, and Mullish BH et al. (2024). *Neurogastroenterology & Motility*; 36(4):e14751. Both studies funded by Cultech Ltd.



NSW residents urged to get flu jab

WITH influenza on the rise across New South Wales over winter and low vaccination rates compared to other states, GPs are calling on patients to get vaccinated.

There has been a jump of more than 78% in the number of cases, up from 21,257 in June to 37,895 in July, according to the latest data.

The Royal Australian College of GPs (RACGP) is urging patients to protect themselves and others to minimise the risks of further increases and hospitalisations in Aug, noting that vaccination rates are lower than in previous years.

Last year, NSW accounted for more than a third of flu-related deaths across Australia, 267 of the 783 total.

"I've diagnosed more influenza A and B cases in the last few weeks than I have over the rest of the flu season," said RACGP NSW&ACT Chair, Dr Rebekah Hoffman.

"And frankly, patients haven't been getting their flu jabs at the same rate as other years - they can certainly help themselves when it comes to the flu vaccine," she continued, noting that it is "definitely not too late" in the season to get one.

"The percentage of people aged 15 and over vaccinated in NSW is below the national average, and there is also a shortage of people aged over 65 getting their jabs," Dr Hoffman warned.

Flu vaccines should be free in NSW, she added, reiterating her call for free MenB vaccination (**PD** 30 Jan).

Phebra founder passes

PHEBRA Pharmaceuticals has announced the passing of its founder and former Chief Executive Officer, Dr Mal Eutick (**pictured**), who died in Sydney on Sun 03 Aug, with staff extending heartfelt condolences to his family and friends.

Dr Eutick was a leading figure in the Australian pharmaceutical industry, and in 1995 was awarded the Medal of the Order of Australia (OAM) for service to biotechnology.

After founding Phebra in 1993, he established the company's manufacturing capability in 1998 as a small-scale production plant specialising in hospital products, gradually developing and acquiring a growing range of critical care medicines to service Australian hospitals.

Phebra is now a successful Australian-owned manufacturer, supplying over 60 critical care medicines in Australia, NZ, UK, Canada, the Middle East, the Americas and in Southeast Asia.

Phebra Chairman and co-founder Anthony Cordato, a long-time friend of Dr Eutick, said his unwavering dedication and commitment to improving patient outcomes through cutting-edge research and innovative product



development was at the heart of Phebra's success.

"Everyone at Phebra is deeply saddened by Mal's death - it's a tremendous loss for our company and the entire Australian pharma industry," Cordato said.

"Mal's vision and leadership has been instrumental in shaping Phebra's success as a leader in the field of critical care medicines.

"Mal was always keenly interested in new pharmaceuticals, a prime example being the development of an arsenic-based cancer product called Phenasen for the treatment of acute promyelocytic leukemia.

"That was Mal, focused on developing drugs which have improved the lives of so many people across the community," Cordato concluded. **KB**

TRI's bio manufacturing facility unveiled

QLD Deputy Premier Jarrod Bleijie has officially unveiled the name of Translational Research Institute's Australian-first cGMP biomedical manufacturing facility, nearing completion in Brisbane's Boggo Road Innovation Precinct.

The facility has been named ENTRi, acknowledging its important role in lifting barriers to entry for biotech and

medtech scaleups in Australia and enabling the translation of research from bench to bedside.

Jointly funded by TRI and the Qld Govt, ENTRi will address a critical capability gap in Australia, enabling companies to access cGMP cleanrooms, the global gold standard for bio manufacturing.

"ENTRi will launch Queensland as the epicentre of biomanufacturing in Australia," Bleijie said.

Wound care in pharmacy

LIKE many pharmacists, Lusi Sheehan, founder of *The Wound Educator* platform, was motivated to study pharmacy because of a desire to help care for people.

After beginning her career in community pharmacy, she found that she much preferred spending her time in the consultation area rather than the dispensary, and developed an interest in wound care.

Sheehan acknowledges that this was perhaps unusual, and to most people, wounds are "a bit gross", but fast forward a few years and she is now a passionate advocate for pharmacist-led wound care and a national voice for wound care education.

In the latest episode of the *Your Pharmacy Career Podcast*, hosted by Krysti-Lee Patterson, Sheehan shares her story, including how becoming a mother sparked a desire for more flexibility, ultimately leading her to start her own business and develop a national education platform that empowers pharmacists to confidently deliver wound care.

"Wound care isn't just about a dressing - it's about clinical assessment, medication review, and working collaboratively with doctors and allied health," said Sheehan, adding that "pharmacists are uniquely placed to do that".

Her advice to other pharmacists thinking of stepping into something new is: "Don't wait for permission."

Listen to the podcast **HERE**.

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ph: 0408 554 558

Editor's Choice: Dercos launches innovative anti-dandruff shampoo

DERMATOLOGICAL scalp and hair expert Dercos by Vichy has released a new 2-in-1 anti-dandruff shampoo (RRP \$23.99), as the brand expands its range across Australia.

The shampoo features a formula combining a scientifically proven anti-dandruff active called selenium disulfide and hyaluronic acid to keep the scalp hydrated and nourished.

According to the brand, 100% of visible dandruff will be eliminated after just one use.

To use, apply to damp hair and massage in, then wait for two minutes before rinsing.

Other products in the range include the Dercos Anti-Dandruff



Serum 10, a leave-on scalp treatment that targets concerns like non-adherent flakes, itching, excess sebum, scalp odour,

tightness, redness, a weak moisture barrier and more.

The shampoo is now available at Chemist Warehouse.

'Moo-ve' over for Mudie



A **NEW** affordable Gen Z fragrance brand has just launched called Mudie Cow, with plenty of personality and quirkiness.

Developed by Australian marketing professional Gillian Wall, the start-up brand aims to "flip the scent game on its head", with a range of three signature scents to shift moods and feelings.

Chaos to Calm is a fresh, lightweight fragrance designed to soothe the nervous system with top notes including cardamom spice and violet leaves, and base notes including sandalwood and vetiver Madagascar.

Flat to Flirty smells like a combination between a floral bouquet and freshly-baked pastry, with hints of apple, blackcurrant buds, lychee and raspberry.

Passive to Passionate is slightly smoky and woody, with earthy fragrance notes such as saffron, Ceylon cinnamon and pomelo.

Each signature scent is available as fragrance mists in 100ml (RRP \$89 each) and 10ml (RRP \$27 each).

A discovery set of the three Mudie Cow fragrances (RRP \$59) is also available.

Happy healthy hair

Keep hair strong and thick with L'Oreal Paris Elvive's new Growth Booster Anti-Fall Scalp Serum (RRP \$32.99), formulated with aminexil, niacinamide and ginger extract to keep the scalp hydrated.



New BioGaia probiotic keeps the gut healthy



BIOGAIA has launched Gastrus Pure Action, a probiotic designed to relieve the symptoms of medically diagnosed IBS and help support normal bowel function.

According to BioGaia, the new product features two clinically

proven probiotic strains *L. reuteri* DSM 17938 and *L. reuteri* ATCC PTA 6475 as its active ingredients.

The strains help reduce wind, bloating and abdominal discomfort, while also shoring up the population of good bacteria in the gut during antibiotic use.

"The clinical benefits of probiotics for treating IBS specifically are highly contingent on being strain-specific," explained BioGaia ANZ CEO Ben Wright.

"Not all probiotics work the same, and even within species, strains can vary in effectiveness, survivability in the gut, and in how they interact with the body."

Available in packs of 30 for RRP \$39.99 or 60 for RRP \$54.99 at select pharmacies across Australia and online.

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Dispensary Corner

A MASSACHUSETTS woman has been left facing huge rabies vaccination bills after part of a wild bat ended up in her mouth.

Erica Kahn was photographing the night sky during a holiday in Arizona when a bat got itself tangled between her camera straps and her face.

Kahn naturally screamed, leading to part of the bat's wing entering her mouth for a brief moment before untangling itself and flying away.

Acting on family advice, Kahn began a course of four rabies vaccinations over 14 days which concluded at her local hospital once she had returned home.

She also received three shots of immunoglobulin to give her antibodies a further boost.

While Kahn bought health insurance before beginning the treatment, she failed to read the fine print which stipulated a waiting period before cover would begin.

As a result, her insurer refused to pay and bills from multiple hospitals and clinics came in, totalling a whopping US\$20,749.

Kahn is now navigating a complex web of appeals processes and fine print perusal to explore her options, but in the meantime, has begun a number of repayment plans to slowly cover her debts.

Since then, a Wyoming-based travel medicine specialist said Kahn made the right choice by seeking treatment quickly, as healthy bats don't normally fly into people, meaning the one that impacted Kahn was likely sick - possibly with rabies.

New opioid policies reduce ED visits

AUSTRALIAN researchers have conducted the first international study outside of the United States looking at the impact of changes in opioid prescribing policies on emergency department (ED) presentations and hospitalisations, and found that while the policy aims were broadly achieved, there were some short-lived unintended consequences.

Led by Professor Suzanne Nielsen of Monash University, the team looked at opioid-related ED presentations and hospital admissions among people prescribed opioid medications before and after the introduction of policies restricting their access.

In Australia, prescription opioids are behind most non-fatal overdoses treated in EDs and most opioid-related deaths.

The new policies included the requirement for an online check before prescribing opioids, and changes to Pharmaceutical Benefits Scheme rules around subsidised opioids, including smaller pack sizes for treating acute pain, limits on long term opioid use, and more restricted indications for long term prescribing of opioids.

"Restricting their supply can reduce the availability of opioids and reduce the number of deaths related to prescription opioids, but these restrictions can also hinder legitimate access to opioid medications, leading to unmanaged pain and distress," the authors said.

As such, they also looked at hospital attendances due to non-opioid substances, and mental health issues, including suicide, self-harm, anxiety and depression.

The researchers found that while opioid-related ED visits dropped after the policy changes, there was a sharp increase in non-opioid

drug-related presentations shortly afterwards.

However, those also dropped back to lower levels over the subsequent two years.

"One possible mechanism underlying the increase in non-opioid substance-related harms could be related to increased prescribing of unmonitored pain medicines, such as pregabalin and tricyclic antidepressants, following the introduction of the prescription drug monitoring program," the authors said.

There was no real change in rates of self-harm and mental health-related presentations, or in overall hospital admission rates.

Some opioid-restricting policies can reduce opioid-related harm without increasing long-term non-opioid substance or mental health-related harm, the researchers concluded.

"Our findings indicate that a health-focused approach to



prescription drug monitoring could avoid some of the harms reported in the United States," they said, referring to the higher number of illicit drug overdose deaths after opioid prescribing was restricted.

"As this is the first study of this type in a health care system outside the United States, our findings are of international relevance, and indicate that measuring a comprehensive range of outcomes is important when evaluating opioid policies."

Read the paper [HERE](#). KB

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