

## Today's issue of PD

Pharmacy Daily today features three pages of news, including our Beauty & Wellness feature.

## Long COVID cure?

NEW research from the University of California has found that a 15-day course of Paxlovid, a widely available antiviral, may help ease symptoms of long COVID.

Five out of 13 patients (38%) showed sustained improvement, while nearly all benefited in the short-term, with relief experienced for persistent symptoms like respiratory issues, fatigue, brain fog, and body aches.

"This is not a silver bullet, but it may help a lot of people in a meaningful way," said the study's lead author and an epidemiologist, Dr Alison Cohen - read the paper [HERE](#).

## Tenders open for SA's fourth 24-hour pharmacy

A FOURTH 24-hour pharmacy in South Australia is a step closer to reality, with the State Government opening submissions of interest to community pharmacies in Adelaide's outer southern suburbs.

First announced in Nov last year (PD 05 Nov 2024), the move is set to provide South Australians with even more access to round-the-clock healthcare, with timely medicines and advice available 24 hours a day, seven days a week, including public holidays.

More than 170,000 people visited the existing three 24/7 pharmacies - Salisbury Plain Chemist Warehouse, Clovelly Park Chemist Warehouse and National Pharmacies at Norwood - during the extended opening hours since they began in Feb and Mar last year (PD 05 Feb 2024).

Combined, the three pharmacies have dispensed more than 69,000 scripts during the additional opening hours and provided advice on more than 7,000 phone calls.



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SA Health Chief Pharmacist Naomi Burgess said, "the success of the 24/7 pharmacies in South Australia is clear so we are pleased to be progressing to the next stage of introducing a fourth location".

"The 24/7 pharmacies provide the community with access to medicines, expert advice and a range of services from a pharmacist round the clock, often providing care when other health professionals are not available.

"This 24/7 service offers peace

of mind for people while helping to reduce demand on our busy emergency departments."

According to customer feedback, around 20% of customers would have visited an emergency department if the 24/7 pharmacy was not available.

Applications from eligible pharmacies in the suburbs of Hallett Cove, Sheidow Park and Trott Park to become the fourth 24/7 pharmacy in SA close on 30 Jan 2025 at 2.00pm (ACDST). JM

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## Editor's Choice: Unlock dewy radiance with Vaseline's new lotion

**VASELINE'S** latest product has burst onto the scene, promising bright and dewy skin for an affordable price.

Available in pharmacies around Australia, Vaseline Gluta-Hya Serum Burst Dewy Radiance Lotion (RRP \$11) is a body lotion that is clinically proven to reduce the causes of dull skin.

The unique formula is boosted with GlutaGlow technology, which the manufacturer claims has 10x more antioxidant power than vitamin C, and also contains 10x active niacinamide to enhance skin's natural radiance and Vaseline Jelly to lock in moisture.

The lightweight, silky lotion is instantly absorbed upon



application, and is available in three different formulas - 'Flawless Glow', 'Dewy Radiance', and 'Pro-Age Restoration' - ensuring

individual needs are met. Vaseline recommends using the product twice daily in order to achieve the best results.

## Achieve glass-like skin



**AUSTRALIAN-OWNED**, vegan-friendly beauty brand Skin Control recently introduced its all-new Glass Skin Facial Masks, now available in Chemist Warehouse stores around the country.

The new offering is designed to appeal to TikTok users who are hoping to embody the 'glass skin' trend sweeping social media.

Available in two different formulas, the masks offer either a collagen boost or a hit of moisture thanks to hyaluronic acid.

The collagen mask promises to deliver a plumped complexion, and creates an ultra-moisturising shield to lock in the collagen, probiotics and niacinamide serum blend.

The hydrogel mask works by fusing with the user's skin, gradually transforming into a clear film with a comfortable second-skin finish.

After wearing the mask for three hours or overnight, skin will appear smooth and firm with that coveted glassy look.

The Skin Control Glass Skin Facial Masks retail for \$13 each.

## A tanner with a twist

**LE TAN** recently launched its Gradual Face Tanning Serum (RRP \$24.99), which offers a face tanner and serum in one, working double-duty to enhance skin.

The product, available in Chemist Warehouse, is infused with active skincare ingredients, is lightweight and fast-absorbing, with a dose of antioxidant goodness.



## Quick Flick's new sweet & juicy sun protection



**QUICK Flick's** limited-edition sunscreen spray has landed on shelves in Priceline stores around Australia, paired in a set with the viral brand's new lip oil.

The SPF50+ Watermelon Sunscreen Spray and the SPF50 Hydrate & Plump Watermelon Lip Oil offer the ultimate sun protection solution for summer.

The sunscreen, which is fast absorbing, non-greasy and leaves zero white cast, can be worn under and re-applied over makeup, and also doubles as a setting spray.

Made with watermelon seed oil extract, the lip oil deeply nourishes lips and delivers a sheer pink glow, giving users the shine of a gloss, minus the stickiness.

The lip oil is ideal for on-the-go touch-ups, as well as being cruelty-free and made in Australia.

The set retails for \$49 but is currently available in Priceline stores for \$29.40.

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## Dispensary Corner

**A WORRYING** new fitness trend has gone viral on TikTok, prompting experts to warn people against trying the '75-Hard' challenge.

The strict plan instructs participants to hit the gym twice a day and drink an 'extreme' amount of water over the span of two-and-a-half months.

Although the challenge was created by US-based author and podcaster Andy Frisella in 2019, it is currently taking social media by storm as many look to increase their fitness in the New Year, with more than a million video clips shared by users who are trying out the trend.

Frisella instructs participants to drink a whopping 4.5 litres per day - that's more than two times the recommended amount - and sweating it out for not one, but *two* 45-minute workout sessions on the daily.

While it is hopefully obvious to most that this plan is neither sustainable nor especially sensible, some TikTok users are touting the benefits.

According to experts though, the plan could lead to some pretty dire health problems.

"If you drink too much water you become over-hydrated and become hyponatraemic, which is when your concentration of salts becomes too low," said Professor Peter Watt, a sports and exercise science expert at the University of Brighton.

"This can cause other issues with your blood pressure and overall health" - with seizures and even a coma being among the worst-case scenarios.

## Baldivis pharmacy blooms



**BLOOMS** The Chemist Baldivis in Western Australia has been awarded the prestigious 'Store of the Year' at the network's annual Partner Conference and Awards, standing out among 180 pharmacies across Australia.

The Partner's Conference took place recently in Japan's Kyoto and Tokyo, marking the pharmacy network's return to international conferences, and strengthening its commitment to innovation and strategic learning across borders.

The accolade recognises Blooms The Chemist Baldivis' outstanding customer service, community engagement, and team member retention in the last 12 months.

"This is a proud moment for Blooms The Chemist Baldivis and a testament to our team's dedication and the trust the community has for us," enthused Blooms The Chemist pharmacist and proprietor, Amy Owen.

The store opened in the semi-rural suburb of Baldivis, located 46km south of Perth, in 2021, boosting the network's numbers in the west by 25% (PD 27 Jul 2021).

The 'Runner Up Store of the

Year' Award went to Blooms The Chemist Tweed City Central in NSW, while the 'Retail Excellence Store of the Year' gong was handed to Blooms The Chemist Bullcreek in WA, and Blooms The Chemist Ballarat North in Victoria took out the title of 'New Store of the Year - 24 months'. JM

**Pictured** on stage at the Partner Conference receiving the 'Store of the Year' award: John Thorne, Blooms The Chemist Chairman; Amy Owen; and Emmanuel Vavoulas, Blooms The Chemist Chief Executive Officer.

## Iron injection trial

**A MAJOR** iron trial has shown, for the first time, that a single iron infusion in late pregnancy can significantly boost iron stores in pregnant women, outperforming the efficacy of iron tablets.

Co-led by the Walter and Eliza Hall Institute of Medical Research in Victoria, the study found that women receiving infusions had a lower anaemia prevalence (46.7%) versus those receiving iron tablets (62.7%) at the time of delivery.

Additionally, it discovered that a third-trimester infusion protected a mother's iron stores, even postpartum.

"While anaemia is one of the most avoidable causes of illness and death in resource-poor nations, any woman across the world can become anaemic during pregnancy, highlighting how this remains a global priority," said co-corresponding author Prof. Sant-Rayn Pasricha.

According to Pasricha, the study offers the first concrete evidence proving that infusions in late pregnancy are the best treatment for combatting anaemia in expectant mothers.

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