

Today's issue of PD

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

- Chemsave
- MediChoice

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Learn more on **page four**.

Osteo control

NEW MediChoice Osteo-Caps from Nova Pharmaceuticals provide up to eight hours of relief from osteoarthritis pain.

The pharmacist-only medicine contains 665mg of paracetamol and comes in a pack of 96 - more on **page five**.

Connect trade show sold out

PHARMACY Connect 2025 convenor Kos Sclavos has announced that the trade exhibition stands for the conference are fully allocated, with 70 stands from more than 65 brands featured.

Learn more about the trade show exhibitors **HERE**.

Tas Labor pharmacy policies a "win"

THE Tasmanian Labor Party yesterday announced its health policies going into the state election on 19 Jul, with its pharmacy initiatives around expanded scope and improved patient access hailed by the Pharmacy Guild of Australia as "a massive win for patients" (**PD** breaking news).

Labor's policy commitments include expanded scope of practice; offering after-hours incentives so local pharmacies can stay open for longer; maintaining current pharmacy ownership rules; increasing access to vaccinations and contraception; and reforming interstate prescription regulations.

The party will also introduce a new meningococcal B vaccine program for all infants and teens.

"Pharmacists are highly trained health professionals and they play a vital role, alongside GPs and other health professionals, in



reducing pressure on Tasmania's over-burdened health system," said Labor leader Dean Winter.

"To make their impact even greater, a Dean Winter Labor Government will expand the role of local pharmacies to ensure access to medicines is faster and easier for Tasmanians."

The Tasmanian Branch of the Pharmacy Guild congratulated the Tasmanian Labor Party on its commitments, which were announced yesterday.

"Community pharmacies want to do even more for their patients,

and this commitment to expanding community pharmacists' scope of practice, including supporting the training and making these conditions permanent practice, will mean more access to care for more Tasmanians," said Joe O'Malley, Tasmanian Branch President.

"Enabling appropriately trained community pharmacists to treat more than 20 health conditions, in line with Queensland, is a massive win for patients," he continued, adding it will free up primary care appointments and enable people to access care closer to where they live.

"These policies represent a strong commitment to community pharmacy and the patients we serve," O'Malley concluded.

The Tasmanian Liberal Party announced its policies some weeks ago (**PD** 17 Jun), which confirmed its commitment to expanded scope. **KB**

Youth vaping rates have "turned the corner", Butler says

IN THE twelve months since national vaping reform legislation was passed, there is evidence fewer young Australians are taking up vaping, according to the latest data from the Cancer Council's Generation Vape Project.

Research from the most comprehensive survey on vaping in Australia has found the rate of vaping dropped from 20% to 18% among 18- to 24-year-olds from 2023 to now.

Among 14- to 17-year-olds, the rate of vaping was rapidly rising in recent years but started to drop

in the final quarter of last year, falling from 18% in early 2023 to 15% in the latest data.

Young people aged 14-17 years are vaping less - those who have never vaped or even had a few puffs has increased to 85% compared to 83% in early 2023.

Those who have never smoked or even had a few puffs of a cigarette is at its highest rate on record at 94%.

"Twelve months on from the commencement of the vaping reform legislation, we remain resolute in our work to enforce

the vape reforms and educate Australians on the health harms of vaping," said the Minister for Health and Ageing, Mark Butler.

"Vaping rates skyrocketed in the five years before these reforms, particularly among young people," he continued, adding that "vaping rates for young Australians have now turned the corner".

Australian Medical Association Vice President Associate Professor Julian Rait described the findings as "real cultural change - and that's a win for families, schools and communities".

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Editor's Choice: Designer Brands turns up the heat this winter

AFFORDABLE Aussie beauty brand Designer Brands has released the new Turn Up the Heat collection, inspired by cult favourites from high-end brands like Charlotte Tilbury, MAC, Benefit, Rare Beauty and Too Faced, at a fraction of the price.

The new Turn Up the Heat collection is designed to create glowing skin, premium textures, radiant finishes and multitasking formulas, said Amanda Connors, Global Chief Marketing Officer at Total Beauty Network.

All priced at under \$25 each, the five-piece range includes products such as the Star Power Smoothing Skin Filter (RRP \$24.99) and The Glow Up All-Day Hydrating Spray



(RRP \$16.99).

Also featured are the Tint with Benefits Lip & Cheek Stain (RRP \$16.99); Getting Warmer Pocket Palette (RRP \$18.99); and Pinched

Cheeks Shimmer Blush

(RRP \$18.99).

Available now at TerryWhite Chemmart, Amcal Pharmacies and select community pharmacies.

Tribe Skincare rebrand



TRIBE Skincare has recently undergone a rebrand and is now known as Senne Skin, offering effective products for sensitive skin.

All of Senne Skin's products are free from parabens, phthalates, dyes, PEGs, and artificial fragrances.

The brand targets hydration, barrier support and skin recovery with a wide range of products including the Clearing Anti-Breakout Serum (RRP \$65); Brightening Vitamin C Serum (RRP \$65); Firm and Smooth Oil (RRP \$65); Hydrating Eye Serum (RRP \$50); and plenty more.

Tribe was launched in 2017 by Kayla Houlihan, who previously ran her own skin clinic in Geelong in regional Victoria.

Six years later, it was acquired by Vitality Brands, which also owns Epzen, Essano and Cancer Council.

"I knew Vitality Brands had a bigger vision for where Tribe Skincare could go in the next five years and beyond, so I am excited to see this evolution and a new chapter," said Houlihan.

Off the back of the new rebrand, the company is now on a path towards strategic retail expansion both online and in-store.

Overnight hair product

HAIRCARE brand Oribe has launched Gold Lust Restorative Night Creme for Hair, an overnight treatment to hydrate and restore.

The product uses biomimetic repair technology to mimic the skin's natural night-time rejuvenation process, leaving locks feeling smooth and silky by the morning.



New Garnier Vitamin C range to brighten the skin



GARNIER has launched a new Vitamin C Brightening Serum (RRP \$36.99) to help skin look healthier, smoother and more radiant, while reducing the appearance of dark spots and acne scars.

The new serum features ingredients such as niacinamide and salicylic acid, as well as

lemon extract, a powerful superfood known for its brightening properties.

It is dermatologically tested and designed to suit all skin types and tones.

To use, apply one full dropper of the serum on clean, dry skin and gently massage.

The product is suitable for use in the morning and evening, followed by moisturiser.

Also new in the Garnier range is the Vitamin C Brightening Liquid Care (RRP \$21.99) to improve skin glow and evenness.

Jam-packed with ingredients such as glycerin, niacinamide and salicylic acid, the product can be applied at morning and night with a cotton pad after cleansing and before serum.

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Beauty & Wellness
by Pharmacy Daily



Dispensary Corner

USUALLY cocktails, while delicious, aren't exactly healthy for you - until one special concoction started making waves on TikTok.

The 'cortisol cocktail' promises to cure all your problems, from hair loss and puffy face to back pain and weight gain, by lowering levels of the so-called stress hormone.

While recipes vary, content creators are purporting a mixture of coconut water (for electrolytes), sea salt (for sodium), fruit juice (usually orange juice for vitamin C) and an extra dash of 'magic' (such as magnesium) as a solution.

It doesn't sound particularly tasty, and nor is it likely to be effective, health experts claim.

"Changing your cortisol [levels] artificially doesn't work, and [it's] not the reason for the weight gain or the cause of the stress," said University of Melbourne's Professor of Endocrinology, Ada Cheung.

"The external cause of the stress is what we should be targeting, not the cortisol levels," the endocrinologist explained.

The good news is that people need not be concerned about their cortisol levels.

"It's regulated by the adrenal glands - and they do an excellent job for the large majority of people," Professor Cheung said.

While the 'cocktail' isn't harmful, Cheung believes it does illustrate how "people are often preying on vulnerable people who are looking for a quick fix, and they're selling them cocktails that don't work".

Govt warns of patient privacy risks

THE Australian Government is reminding health professionals to securely store and dispose of prescriptions and patient information, following reports of criminal activity targeting discarded documents that contain patient information.

Prescriptions and health records improperly disposed of in general waste or recycling bins have been linked to cases of fraud, including identity theft leading to criminal activity.

The Government is encouraging health professionals, including pharmacists and medical practitioners, to be vigilant and ensure their privacy and information-handling practices are up to date and compliant with national legislation.

"Under the *Privacy Act 1988* and the Australian Privacy Principles, health professionals must take reasonable steps to protect personal information from misuse, loss and unauthorised access," said a spokesperson from the Health Professionals Compliance branch of the Department of Health,

Disability and Ageing.

"When the information is no longer required, it must be securely destroyed or de-identified.

"Pharmacies are also subject to the *National Health (Pharmaceutical Benefits) Regulations 2017*, which requires PBS prescriptions be retained for at least two years from the date of supply," they continued.

"After this period, prescriptions must be disposed of securely, not in general waste or recycling bins."

Best practice tips include storing paper prescriptions securely, in a locked cabinet for example; using a shredder or professional document destruction service to dispose of them when no longer needed; and ensuring staff understand privacy obligations.

"Safeguarding patient privacy extends beyond clinical care," the spokesperson said.

"Proper handling and secure disposal of prescriptions and health records play a crucial role in protecting individuals and maintaining public trust in the healthcare system," they concluded.

AI mental health help gets govt tick

CLINICAL lab GreyMind AI has announced that its mental health platform, Reebot AI, has been approved under the WA Government's Artificial Intelligence Assurance Framework, making it the first AI mental health assistant to gain endorsement in the state.

Developed by psychologists and AI engineers, Reebot AI delivers scalable, 24/7 mental health support, with privacy and safety assessed as low risk across all WA Government AI Assurance categories.

Reebot AI provides structured early intervention with built-in escalation to human clinicians when necessary, offering benefits over chatbots and similar.

There are two main formats: one designed for personal support, and one for workplaces.

Available in a variety of community languages, it can be used across all ages and backgrounds, and has already been piloted across mining workforces, schools, and health settings and sports organisations.

"Reebot AI is the result of over two decades of clinical insight translated into safe, effective technology," said Vishal Maharaj, registered psychologist and co-founder.

"We're not trying to replace therapists - we're creating a new tier of support that meets people where they are, especially before issues escalate," he explained.

"This is ethical, scalable care that adapts to humans - not just data," Maharaj concluded.

Market turmoil as Trump tariffs loom

US PRESIDENT Donald Trump's intended tariffs, including a 200% impost on imported pharmaceuticals, caused the Australian stock market to plunge with yesterday's announcement that tariffs would be in place "probably at the end of the month".

The ASX 200 fell by 85 points, or around one percent, but has since rallied.

Trump flagged that tariffs on pharmaceutical products will start at a lower rate, and grow to 200% after companies

have had the chance to move manufacturing to the US, but no further details were given.

Pharmaceutical products are the third-biggest category in Australia's exports to the US, including plasma exports from biotech giant CSL, while medical instruments are the fourth largest.

The Australian Government has reiterated that the PBS is not up for negotiation, with the Opposition stating it will work with the Government to safeguard the scheme.

EDITORIAL

Editor - Karina Bray
Deputy Editor - Matt Lennon
Journalists - Adam Bishop, Myles Stedman, Janie Medbury
Editor-at-large - Bruce Piper
Associate Publisher - Jo-Anne Hui-Miller
Editorial Director - Damian Francis

ADVERTISING AND MARKETING

Head of Sales & Marketing
Sean Harrigan
advertising@pharmacydaily.com.au

GENERAL MANAGER & PUBLISHER
Matthew Vince

ACCOUNTS

accounts@traveldaily.com.au

Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
Tel: 1300 799 220 (+61 2 8007 6760)

info@pharmacydaily.com.au

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