

## Today's issue of PD

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

- MediChoice
- Hey Sister

## OSA partnership

**PHILIPS** Sleep and Respiratory Care has announced a new partnership with digital medication management and pharmacy engagement platform MedAdvisor, designed to transform how patients access sleep health support.

Through MedAdvisor's pharmacy- and patient-facing platforms, the partnership will help identify patients that may be at risk of obstructive sleep apnoea (OSA) based on medications dispensed.

Research shows that many people with OSA take medication for hypertension, heart disease, type 2 diabetes and obesity, and the partnership will see patients taking these medicines prompted to complete an OSA screening quiz (**PD** 24 Apr).

## Calls to remove MHT warning

**THE** US Food and Drug Administration (FDA) announced this week it will remove "black box" warnings on menopause hormone therapy (MHT) products, prompting calls in Australia for similar action from the Therapeutic Goods Administration (TGA).

The boxed warnings on MHT products (also known as hormone replacement therapy, or HRT) were introduced after early results from the Women's Health Initiative in 2002 suggested that hormone therapy increased the risk of breast cancer, heart disease and stroke.

Subsequent analysis has found that those early findings were misinterpreted, and the therapy is safe for most women and helps improve quality of life.

However, numerous research studies have shown that the boxed warnings have discouraged women from taking it, and doctors from prescribing it, with a concomitant drop in HRT sales around the world.

The FDA is requesting that companies make changes to the labelling to provide current, accurate and balanced information about the benefits and risks of these drugs, so women, in consultation with their healthcare



providers, can make the best decisions for their health.

Specifically, the FDA is requesting references to risks of cardiovascular disease, breast cancer and probable dementia be removed, although the warning for endometrial cancer for systemic oestrogen-only products is to remain.

Speaking on **ABC** radio yesterday, Dr Heather Waterfall from the Royal Australian and New Zealand College of Obstetricians and Gynaecologists said: "We really think those warnings have been over-exaggerated and removal of the warnings, I think, is an excellent thing for women".

She recalled prescribing MHT for her own patients, only to have them refuse to take it after reading the warnings in the pharmacy.

In a statement to the **ABC**, a spokesman for the TGA said that the regulator is "aware of the FDA proposed changes to product labelling and will independently consider the data that's been used to support its amendments".

Meanwhile, Healthy Hormones, a GP-led initiative working to improve menopause care across Australia (**PD** 28 Jul), has launched a petition on Change.Org calling on the Australian Government and the TGA "to follow the FDA's lead and remove or revise the boxed warning on menopause hormone therapy products so that information reflects the best available evidence". **KB**

## Vita-D Mini Tablets

Supports bone health, muscle strength and calcium absorption.

NEW

Available in 90's and 250's  
Symbion, Sigma, API & CH2

Always read the label and follow directions for use. Petrus



## Mini-mise pain

**MEDICHOICE'S** new Ibuprofen Mini liquid capsules provide rapid pain relief in an easy-to-swallow format. See more on **page four**.

## Plant-based relief

**THE** Hey Sister! range provides clinically proven relief for PMS, menopause and more. See **page five** to learn more about a special pharmacy deal.

## Eyezep® Eye Drops

25% OFF!



**EFFECTIVE, TARGETED relief for allergy eyes**

✓ **Rapid acting relief**

**CLICK HERE TO VIEW OFFER**

Always read the label and follow the directions for use.

## Gentle On Ears, Tough On Wax

AUSTRALIA'S #1 SOLID EAR WAX REMOVER



20% OFF

Click here to view offer

Always read the label and follow the directions for use. #IQVIA, Earwax removal, Australia Pharmacy Unit Sales, Sell in data MAT Sep 2024.

## Differin treats acne

with a potent retinoid: Adapalene.

Acne visibility improves after just 2 weeks.<sup>1</sup>



**Differin Acne Treatment Gel & Cream**  
Available now over the counter

1. Lucky A et al. *Cutis* 2001; 68 (4 Suppl):34-40.  
ASK YOUR PHARMACIST ABOUT THIS PRODUCT. ALWAYS FOLLOW THE DIRECTIONS FOR USE.  
Galderma Australia Pty Ltd. 1 Denison St, North Sydney, Australia 2060. AU-DIF-2300001



## Echo's new hire

AUSTRALIAN pharma company Echo Therapeutics has appointed Matthew Ryan to the newly created role of Head of Business Development.

With a clinical background as a registered nurse, Ryan brings more than 15 years of experience across the Australian health and pharmaceutical sectors.

Echo said the appointment marks a significant milestone in the company's growth and commitment to patient care across Australia and New Zealand, and reflects the company's ongoing investment in strategic leadership and innovation.

Echo works with healthcare professionals to apply legacy brands effectively in areas such as opioid stewardship, patient safety and therapeutic optimisation, delivering safer, smarter, and more sustainable care solutions.

## Concerning rise in ADHD med poisonings

MORE than 3,000 Australians were poisoned by ADHD medications in 2023, with clonidine and methylphenidate the two most commonly implicated drugs.

Based on national data from the NSW Poisons Information Centre (NSWPIC), researchers from the University of Sydney discovered a fourfold increase in cases from 2014 to 2023, outstripping the rate of increase in ADHD diagnoses over this period.

Using nationwide data from the NSW Poisons Information Centre (NSWPIC), researchers found more than half of the 17,000 self-reported cases in the period surveyed resulted in hospital admission.

Over this time, the number of Australians diagnosed with ADHD more than doubled, and while the increase in poisonings can be partly attributed to the rise in diagnoses, the rate of poisonings from clonidine are disproportionately high compared to the overall number of scripts issued.

There are six medications used for the treatment of ADHD - clonidine, atomoxetine, dexamphetamine, guanfacine, lisdexamphetamine and methylphenidate - with clonidine and methylphenidate each accounting for 35% of all reports.

Lead author Amy Thomson from the School of Pharmacy said: "One problem can be that medicines are sometimes prescribed at quarter or half-doses of tablets, which can be tricky to administer accurately".

"Another reason can be miscommunication within the family, typically where both parents give their child a dose of medication, not realising the other has already done it.

"Just one double dose of clonidine can put a child in hospital and with side-effects this serious it's vital that both families and healthcare professionals are aware of the dangers and providing families with guidance," Thomson explained.

While the research found that the majority of poisonings (60%)



were accidental, more than a third (38.5%) of poisonings were the result of deliberate misuse.

The researchers noted that because the data from the NSWPIC is self-reported, the scale of the problem could be much bigger.

"People with ADHD and their families should be careful and stick to prescribed doses," Thomson said.

"Doctors and pharmacists also play a vital role in keeping patients safe by explaining how to use medicines properly and the risks of getting it wrong," she concluded.

Read the study [HERE](#). KB

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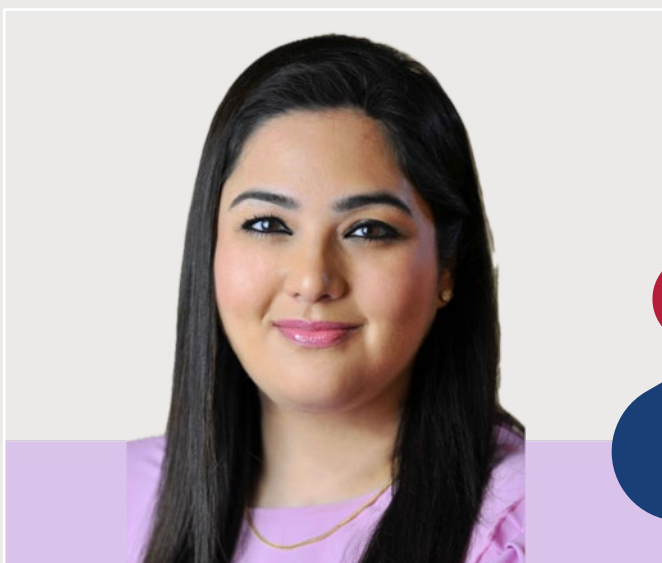


Dive into our latest podcast episode featuring **Divya Lal**, a pharmacist, mentor, and business leader - "From courage, curiosity and connection; Redefining what it means to be a pharmacist".

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## YOUR PHARMACY CAREER PODCAST



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## Dispensary Corner

IN news that absolutely no-one asked for, another celebrity has launched a skincare line, and this time, it's for kids aged three and up.

Released by actress Shay Mitchell, the Korean-inspired range called Rini (Korean for 'child') has faced backlash for targeting preschoolers with its product range, including an aloe vera recovery mask that comes in a variety of animal designs and an after-sun product.

The range is not currently available in Australia.

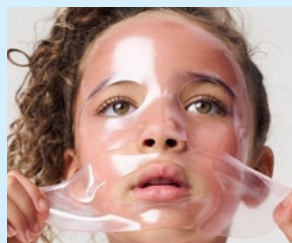
"Please explain to me why literal toddlers need face masks and skin care and to be sitting in front of a makeup mirror looking at themselves?" fumed one Instagram commenter.

"They should be playing and getting dirty and not caring what their skin looks like at that age... This just seems so unnecessary."

In response to her critics, Mitchell has claimed that Rini is about self-care, not beauty, and "teaching our kids that taking care of themselves can be fun, gentle, and safe".

"Kids are naturally curious and instead of ignoring that, we can embrace it," she said.

"With safe, gentle products parents can trust, and sweet moments that bring us closer."



## PRODUCT SPOTLIGHT

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

Available on promotion until 31 December 2025

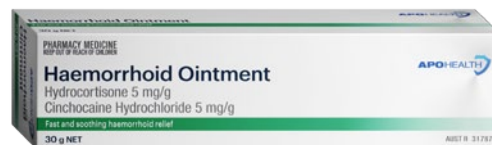
APOHEALTH Haemorrhoid Ointment 30g is used for the relief of haemorrhoids and anal fissures (tears).

Active ingredients include Hydrocortisone 5 mg/g, and Cinchocaine hydrochloride 5 mg/g

**Stockist enquiries:** Call 1800 276 839 or contact your Vidacorp OTC territory manager.

**RRP:** \$14.99

**Website:** [CLICK HERE](#) for more information.



*Always read the label and follow the directions for use.*

### Revive Tears - PBS-listed



Revive Tears lubricating eye drops provide long lasting and soothing relief against burning, irritation and discomfort due to dry eyes.

The product moisturises, comforts and refreshes dry, tired and strained eyes.

Revive Tears helps lubricate, hydrate and protect dry eyes.

Suitable for use with contact lenses.

Contains hypromellose 3mg/g.

**Suppliers:** Available from Symbion, Sigma, API and CH2.

**RRP:** \$4.32 (available in 10ml packs)

**Website:** [CLICK HERE](#) for more information.



**NEW**

Manage pain  
in a **mini**.



Available now in **mini** liquid capsules.

MEDICHOICE

**Ibuprofen** 200mg  
Mini liquid capsules

**LIQUIFAST: FOR FAST PAIN RELIEF**



**Packs of 20, 40 & 100 liquid capsules**



The right choice.

M260925aS21.0 Always read the label. Use only as directed. Incorrect use could be harmful.

20% off until 30 November. Available at all wholesalers.

# World first, fast-acting targeted relief for women. Now clinically proven.



Our Hey Sister! range is powered by **Khapregesic®** – an Australian-grown, clinically proven extract of *Khaya senegalensis*. A gold-standard trial showed **136% greater pain reduction** vs placebo, plus **significant improvements in PMS symptoms** and reduced need for rescue medication. **Non-hormonal, NSAID-free** and **pharmacy-exclusive**, our products deliver **safe and effective**, stage-specific support for women from first period through to menopause.



A *Khaya senegalensis* preparation known as Khapregesic®.

**Scientific evidence:** Lopresti A. et al. "An examination into the safety and efficacy of *Khapregesic*®, a *Khaya senegalensis* preparation, on pain, physical and emotional wellbeing in women experiencing menstrual distress: a randomised, double-blind, placebo-controlled trial". To request clinical trial early access insights before publication, contact us. **Traditional paradigm:** Traditionally used in western herbal medicine to: [PERIOD] relieve menstruation pain, reduce occurrence of abdominal bloating, relieve symptoms of mild anxiety, reduce mood swings associated with premenstrual tension, [MENOPAUSE] reduce occurrence of menopausal symptoms, relieve symptoms of mild anxiety, reduce heavy menstruation (during peri-menopause). **Always read the back of the pack and if symptoms persist, seek the advice of a healthcare professional.**



Scan the code or visit our website to find out more about our Hey Sister! product range.

[www.veysister.com](http://www.veysister.com)

