

Today's issue of PD

Pharmacy Daily today features five pages of industry news, including a photo page from **Pharmacy Connect 2025** and our **Beauty & Wellness** feature, plus a full page from **Dispense Assist**.

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 **page six** for details.

Climate and health forum

DOCTORS for the Environment Australia, the leading voice on climate and health, is holding an in-person and online public forum over the next three days.

The Health + Climate Forum 2025 features local and overseas experts - more **HERE**.

FIP says pharmacy should focus on the people

THE International Pharmaceutical Federation (FIP) has launched a new policy statement that emphasises the importance of people-centred pharmaceutical care in optimising medication use and improving health outcomes.

Replacing the peak industry body's original 1998 statement, the updated policy aims to reflect the evolving role of pharmacy professionals as accessible, frontline healthcare providers.

The policy statement defines people-centred pharmaceutical care as a "focused, outcome-oriented practice that requires pharmacists to work closely with patients and other health professionals to promote health, prevent disease and ensure the rational use of medicines".

In particular, FIP has underscored the pharmacist's role across the entire medication use process, including prescribing (where permitted), dispensing, administering and monitoring.

Among key requirements outlined in the refreshed policy statement include establishing trusted relationships with patients built on empathy and mutual decision-making; maintaining accurate



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patient records; and developing individualised pharmacotherapy plans that balance safety, effectiveness and cost.

It also calls for robust systems to protect patient data and ensure privacy in line with national regulations, and recognises interprofessional collaboration as essential to delivering high-quality, people-centred care.

FIP Vice President and co-chair of the policy committee, Robert Moss, said: "FIP urges governments, healthcare partners, and our global

pharmacy community to adopt and implement this approach, enabling pharmacists in all settings to better serve their communities and enhance health outcomes for all."

FIP has also outlined its own commitments in the policy statement, including promoting relevant research and education, and providing guidance and resources to support the worldwide implementation of people-centred pharmaceutical care. **JM**

Learn more about the new FIP policy statement on **page two**.



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InstantScripts opens second hub

WESFARMERS Health has opened its second InstantScripts Pharmacy Health Hub in Amberly Park, Victoria - expanding on the pilot program that recently launched at Sandgate, Queensland (**PD** 02 Jul).

The opening was attended by Anthony Tassone, Vice President of the Pharmacy Guild of Australia Vic Branch.

The hub offers convenient access to healthcare products and scripts, vaccinations, health screenings and where appropriate, access to InstantScripts telehealth doctors when patients cannot reach their regular GP.



PRIME finalists announced

FINALISTS in the Pharmaceutical Research Innovation and Marketing Excellence (PRIME) Awards have been announced, with Arrotex, AstraZeneca, Eli Lilly and Viatrix making the cut in the Pharmacists Choice - Pharma Company of the Year award.

"It was an especially competitive year, with the highest number of entries received ever," the organisers revealed, while also congratulating the finalists.

Other categories include the best public health initiative and NGO of the year.

The 2025 PRIME Awards will be held at Sofitel Sydney on 06 Nov, where the winners will be announced - see the full list of finalists **HERE**.

Time to put rural first, says RIPAA

THE Remote and Isolated Pharmacist Association of Australia (RIPAA) is calling for a strong commitment to boost and upskill the pharmacy workforce across all MM5 to MM7 areas in order to address health inequities in rural and remote communities.

Its proposal reflects a broader vision to prioritise rural and remote communities in health policy, placing them first rather than last.

Pharmacists in isolated communities have long served as crucial healthcare providers, often stepping in where access to doctors is limited, the peak body pointed out.

RIPAA's proposal focuses on strengthening the existing rural pharmacy workforce by providing targeted support, training and resources to enable pharmacies to deliver a broader range of clinical services, and aims to expand scope of practice, including pharmacist prescribing.

"Pharmacists in rural and remote communities play an indispensable role, often acting as the primary healthcare providers for their regions, yet the support they receive does not match the unique challenges they face every day," said RIPAA President Fredrik Hellqvist from Dover, Tasmania.

"Many patients in these areas struggle to get timely GP appointments, which can delay access to critical healthcare.

"By focusing on boosting and upskilling the rural pharmacy workforce, we can unlock greater access to essential healthcare services for some of Australia's most disadvantaged populations.

"This isn't just about pharmacy - it's about health equity and ensuring rural Australians aren't left behind," he concluded.

Charles Darwin University (CDU) is attempting to address some of the barriers that may prevent pharmacists working in rural and remote areas, through online delivery of advanced education and rural placements.

"Australia is facing a widespread shortage of pharmacists in regional and remote areas, with most pharmacists concentrated along the



east coast," said CDU's Discipline Lead in Pharmacy, Associate Professor Heather Volk.

The issue is particularly pressing in the Northern Territory, with hospital pharmacist shortages pushing pharmacy services to breaking point (**PD** 28 Aug).

Assoc Prof Volk pointed out that the NT shortages are driven by a complex mix of national and local issues, including remuneration that does not reflect the depth of training or level of responsibility, and high travel costs for interstate pharmacists considering remote or regional placements.

"Evidence shows that training health professionals from rural or remote areas, and offering them practical placements in those settings, significantly increases the chance they'll stay and work in those communities post-graduation," Assoc Prof Volk said.

"CDU's Doctor of Pharmacy program is designed to address these barriers, offering online delivery and rural placements so students can train in their communities," she said, adding that earlier this year, CDU became the first Australian university to graduate Doctors of Pharmacy, "helping to build a locally trained, future-ready workforce". **KB**

FIP's responsible use of AI policy

THE International Pharmaceutical Federation (FIP) has released a new Statement of Policy around artificial intelligence (AI), noting it is set to reshape the future of pharmacy - but only if it is integrated responsibly and ethically.

The statement highlights how AI technologies, which include machine learning, generative AI, robotics and predictive analytics, can boost efficiency, improve medication safety and personalise care.

However, FIP stressed that implementing AI must be governed by robust regulation and clear ethical frameworks.

The policy calls for strong safeguards around concerns, such as protecting patient privacy and data security, addressing bias, and ensuring transparency so that AI tools complement rather than replace pharmacists' expertise.

The statement also underscores the importance of collaboration and education to ensure pharmacists have the skills and confidence to make the best use of new technologies.

"This includes embedding AI literacy, data science and digital health competencies into pharmacy education and continuing professional development," FIP said.

Read the full policy **HERE**.

Racism in healthcare system can kill

A REPORT by the Australian Human Rights Commission has revealed the impact of racism on health outcomes for Aboriginal and Torres Strait Islander Peoples and other diverse communities in Australia.

The review into health outcomes and healthcare access found that systemic and interpersonal racism drive poor health, mental illness, chronic disease and premature death.

When people are denied care, misdiagnosed or treated with suspicion because of their race, the consequences can be fatal, warned Race Discrimination Commissioner Giridharan Sivaraman.

"This report confirms what communities have been saying for decades: racism in the health system is not just unfair - it can kill," Sivaraman said.

The report is available **HERE**.

A welcome to celebrate action and inspiration

FROM the most experienced healthcare professionals to industry newcomers, last night's Pharmacy Connect 2025 welcome function at the Hyatt Regency Sydney was well attended.

The conference's theme of 'From Inspiration to Action' was in full flow during the day, with pre-conference workshops for pharmacists and pharmacy assistants providing education and practical know-how across a range of topics. In addition to a great networking opportunity, the event saw colleagues reconnecting and enjoying the food, drinks and live music.

Meanwhile at the trade exhibition, attendees were inspired by the innovative products and services on display as they engaged with leading industry suppliers. After a Guild-member-only breakfast this morning, the main program kicked off with the opening plenary, with more sessions to come over the next two days.



PHARMACY Guild of NSW: Ian Bartlett, Cheryl Arida, Sonia Moss, Sharon Taylor, David Bryant, Jane Rennie and Anna Johnstone.

WHOLELIFE

Pharmacy & Healthfoods: Patrick Stoll, Melissa Armstrong, Wendy Ohehir, Damian Young, Frank Pappalardo, Mike McKenna, George Forinos & Bianca Lavender.



BLACKMORES: Shikki Coppola and Allison Lewis.



DIRECT Chemist Outlet: Ryan Fehily, Barbie Rogers and Sarah Brooks.



MINFOS: Kelly Marshall and Penelope Rattray.



GOLD Cross Glucojel: Adam Dummigan, Felicity Edmunds and Fiona Rice.



WILLACH Pharmacy Solutions: Mark Brown, Mel Guise, and Meg Brideson.



DERMAL Therapy: Laura Laoulach, Tori Somerville & Warren Smith.



SCRIPTY: Mina Giang and Ryan Davis.



BIOCEUTICALS: Tracey Goldsmith, Michelle Brown & Zachary Gallagher.



TERRYWHITE Chemmart: Fiona McKenzie & Tess Alvin.



PARAGONCARE: Clint Poole, Kiri Viviani & Barbara Bone.

Editor's Choice: Pharmacy brands featured in WWD power brands list

FASHION, beauty and business news title *Women's Wear Daily* (WWD) has published a list of the 45 most powerful beauty brands of 2025.

The list is based on three tiers: sales performance, digital engagement, innovation and market share growth.

Several of the brands that made the cut according to WWD included pharmacy favourites.

CeraVe, Clarins, E.l.f. Cosmetics, L'Oreal, Neutrogena, Pantene Pro-V and Vaseline were all named in The Establishment category - "the brands that have successfully attained powerhouse status", said WWD.

Meanwhile, the rising power brands that were featured in



The New Guard category include Bubble Skincare and The Ordinary.

To compile the list, beauty brands were asked to provide

sales, social media statistics and other performance metrics.

Data analysts Circana also offered insights to support the list.

Bubble's Cosmic Milk



AFFORDABLE, science-backed skincare brand Bubble has expanded its range with the Cosmic Silk Hydrating Milky Toner.

Available in pharmacies around Australia for RRP \$28, the ceramide-rich toner is clinically proven to hydrate, smooth, plump, and improve the radiance of skin.

Oleic acid and linoleic acid work to help regulate the skin barrier, while arnica and allantoin help soothe skin, and maple sap water provides hydration and protection.

The product was tested on 104 people over seven days, with 98% saying it feels gentle on sensitive skin and 96% saying it made parched skin feel rehydrated.

Bubble recommend using the toner as part of a three-step skincare routine, after cleansing with its Soft Launch cleanser and before moisturising with its Slam Dunk lotion.

Users are instructed to apply the product after cleansing, by pouring a few drops of Cosmic Silk into clean hands and gently pressing into skin.

Better for blondes

THIS new Repair Blonde Purple Conditioner from Marc Anthony aims to create brilliant, healthier looking tresses for blondes.

The product is formulated with Rescplex to help strengthen bonds, while the violet pigments neutralise yellow and brass tones.

Other benefits include smoothing frizz and enhancing shine.



Next Skin combines ocean science with beauty



NEXT Skin is an Australian-made brand using PDRN (polydeoxyribonucleotide), an ingredient derived from salmon DNA that aims to promote cellular regeneration and skin repair.

Salmon PDRN is a byproduct of the food testing and is not obtained

through animal testing.

Its benefits include repairing microdamage, boosting hydration and elasticity, smoothing fine lines and stimulating collagen synthesis.

The new Pulse Renew serum (\$69.99) features salmon PDRN, encapsulated retinol and hyaluronic acid, aiming to deeply hydrate the skin, while brightening dullness and improving its texture through gentle exfoliation and retinol support.

The serum is also known to soothe visible redness and strengthen the skin barrier, while defending against antioxidants and environmental stressors.

Other products that available in the Next Skin range - which is cruelty-free - include the Glow Serum (RRP \$69.99) and the Skin Reset kit (RRP \$150).

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Dispensary Corner

A DOCTOR has taken to Instagram to warn gymgoers that having a shower immediately after working out can be fatal.

Dr Aditj Dhamija spoke of one of his patients, a healthy man who had passed out in the shower after exercising one day and had "barely escaped death".

"A 24-year-old man hit the gym like every day...but when he didn't come out of the bathroom for 30 minutes, the door had to be broken down," Dr Dhamija explained.

"He was found unconscious on the floor, pulse barely there."

The man was sent to the ER and put on a ventilator.

News.com.au reported on Dr Dhamija's video claims and backed it up with comments from Australian GP Dr Zac, who reassured readers that in most cases, it is safe to have a shower after the gym.

Dr Zac did warn that if you have had an intense session at the gym, it can be a bit risky.

"However, it can be risky if you jump straight in after intense exercise," he said, adding that it is best to wait five to 10 minutes to let the body cool on.

"When you finish working out, your heart rate is high, blood vessels are dilated, and your body is cooling itself," he said.

"Very hot water at this point can further dilate blood vessels and cause a sudden drop in blood pressure, which may lead to dizziness, fainting, or - in rare cases - collapse."

'Flying Pharmacist' raising funds for RFDS

LIFE Pharmacy Group (LPG) owner, pharmacist and pilot Jack Buckley - a.k.a The Flying Pharmacist - has embarked on a 15-day mission across outback Australia to help raise funds for essential medical equipment for the Royal Flying Doctor Service (RFDS).

Sponsored by LPG, the *Flyin4Phun* project includes Buckley, Cowra farmer Brad Shephard and Grenfell farmer John Johnson (pictured).

The trio are flying in the 2025 Outback Air Race from Yulara in the Northern Territory to Carnarvon, Western Australia, a journey of over 3,880 kilometres.

"As a healthcare professional, I have incredible respect and admiration for the work of the Royal Flying Doctor Service - what they do is extraordinary," Buckley said.

"The RFDS is such an integral part of healthcare delivery in outback Australia, and having lived in Forbes for almost a decade now, I have seen the importance of this service firsthand.

"I'm really thrilled that we can be helping raise funds for them this year," he added.

"It is such an incredible opportunity for the three of us, it really is 'bucket list' stuff."

More than 40 teams are participating in the Outback Air Race, with the *Flyin4Phun* team aiming to raise \$100,000.

So far, the Outback Air Race 2025 has raised a total of over \$870,000 to help fit RFDS aircraft with essential medical equipment, vital for treating sick children and injured patients across Australia.

"We are really proud LPG can support Jack on this incredible flight," Life Pharmacy Group CEO Michael Flannery said.

"LPG has been in regional NSW and the ACT for 70 years, we've



seen first-hand the importance of the RFDS, and the lifesaving services it provides communities in rural and remote areas.

"To have one of our pharmacists representing not only LPG but

the Central West of NSW, and the broader pharmacy industry, feels very fitting."

To date, the trio has already raised just over \$40,000.

To donate, click **HERE**. KB

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