

Today's issue of PD

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

CGM ring wins innovation award

DIABETES Australia has named Xoma Labs the winner of the Grand Innovation Challenge, after a nationwide search for emerging technologies to transform the lives of people with diabetes.

Selected from 10 finalists, the winning entry, which has landed Xoma the \$200,000 first prize, aims to provide non-invasive real-time continuous glucose monitoring through a ring-based device.

Xoma Labs chief medical officer Dr Erin Saricilar said the funding would help support an apex trial - scheduled to start in Jan 2027 - that would bring the device closer to realisation.

"It's just amazing to be recognised by Diabetes Australia for the hard work that we've already done, we're looking forward to being able to make a real impact for people that really need it," Dr Saricilar enthused.

Diabetes Australia's group CEO Justine Cain congratulated the winners, stating that judges had a tough time picking a leading entry from a strong field of applicants.

A further five winners have shared a \$300,000 prize pool.

QUM gets Parliamentary Friends

A **PARLIAMENTARY** Friends of Safe and Quality Use of Medicines group was launched at an event in Canberra on Tue, with the Pharmaceutical Society of Australia (PSA) taking the opportunity to call for a stronger national focus on helping Australians use medicines safely, effectively and appropriately.

Co-chaired by Steve Georganas MP and Cameron Caldwell MP, the group provides a non-partisan forum for political and industry stakeholders to discuss the crucial role pharmacists play in ensuring the safe and quality use of medicines.

PSA national president Professor Mark Naunton addressed delegates at the event's opening, highlighting the role of pharmacists in the appropriate use of medicines, which is one of Australia's top 10 national health priorities.

"Pharmacists are accessible, highly trained medicines experts," Professor Naunton said.

"We see the real-world impact of medicines, help prevent medication-related harm, and ensure our patients and communities get the best from their medication regimens."

Professor Naunton also discussed newly released data on pharmacist-led interventions to help avoid preventable hospital admissions.

"Medicine-related harm contributes to around 650,000 hospital and emergency department visits every year, costing the health system an estimated \$2.1 billion annually," he said, pointing out that around half of these visits are considered avoidable.

4 ways to help build strong bones

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He cited research showing that pharmacist-led post-discharge interventions can generate net savings of about \$5,000 per patient.

Meanwhile, broader pharmacist-led services such as Home Medicines Reviews could reduce the burden of preventable medicine-related harm by an estimated \$140 million to \$315 million every year.

"It's important to continue to focus on the critical role pharmacists can play in our health system and in promoting safer and quality use of medicines - I hope the establishment of this Parliamentary Friends group will do just that," he concluded. *KB*

Unregistered doctor charged

A **NSW** man who treated a patient without disclosing that he was no longer a registered doctor was found guilty on Mon of falsely representing himself a registered medical practitioner, with charges brought by the Australian Health Practitioner Regulation Agency (Ahpra).

The man has been convicted, fined \$3,000, ordered to pay over \$24,000 in legal costs, and placed on an 18-month community corrections order.

The patient had to be hospitalised after the treatment.

Ahpra CEO Justin Untersteiner said it is unacceptable for anyone to practise medicine when they are not registered.

"Ahpra's primary focus is patient safety," he said.

"When unregistered practitioners continue to practise and patients are at risk of harm, we will not hesitate to take the strongest action."

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Editor's Choice: Klorane reformulates much-loved Quinine collection

ICONIC French haircare brand Klorane has reformulated its much-loved Quinine collection, addressing hair thinning and loss due to stress, hormonal changes and everyday styling.

Now featuring organic superfruit camu-camu, rich in vitamin C, the range includes an enhanced combination of powerful new ingredients, increased efficacy and refreshed packaging.

Klorane's updated range includes the leave-in Anti-Hair Loss Intense Strengthening Treatment (RRP \$38.99) and the Anti-Hair Loss Strengthening and Stimulating shampoo and conditioner (RRP \$28.99 each).

According to Klorane, the Quinine collection is much-loved



in pharmacies, with one shampoo bottle sold every four minutes across the country.

Klorane's new Quinine range is available from this month in pharmacies nationwide.

No Ordinary eye cream



SKINCARE brand The Ordinary has launched Lacto-PDRN 4%+ Bo Eye Cream (RRP \$15) to help firm the area, address key signs of ageing and reduce the appearance of fine lines.

Lacto-PDRN is a vegan version of the increasingly popular PDRN, which is traditionally derived from salmon DNA, and promotes smoother-looking texture and improves the appearance of firmness, wrinkles and elasticity.

Meanwhile, vitamin B9, or folic acid, is known for its nutritional benefits to overall health, but is relatively new in skincare, where it can help support skin renewal and elasticity and enhances hydration.

According to the brand's clinical testing, the cream supports immediate and long-term benefits, including visibly lifting eyelids from first use with continued improvement and smooths visible texture and crepey eyelids by 17% after eight weeks.

Proven immune support

BIOME Daily Probiotic from Activated Probiotics offers immune support based on two specific lactobacilli strains: *Lactobacillus plantarum* HEAL9 and *Lactobacillus paracasei* 8700:2.

Clinical trials involving over 1,400 adults have consistently demonstrated benefits such as fewer colds, fewer sick days, shorter episodes and reduced total symptom scores associated with this combination of strains.

Available at pharmacies nationally.

Weleda launches new gentle bath wash for babies



WELEDA has released a new calming baby bath wash (RRP \$28.95) this month to its Calendula Good Night range.

Developed in consultation with midwives and pharmacists, the bath's mild oil-to-milk formula leaves skin soft and nourished, formulated with lavender and neroli to help bubs relax before sleep.

Other ingredients include sunflower seed oil and calendular flower extract.

After bathing, massage baby with the Calendula baby oil to promote a relaxing bedtime routine.

Also available in the range are an intensive body cream, body lotion, fragrance-free baby oil, face cream, all purpose balm, nappy change cream, and shampoo and body wash.



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Beauty & Wellness
by Pharmacy Daily



Dispensary Corner

NEXT time you use the phrase "I'm so happy I could die", you might spare a thought for the 65-year-old woman who ended up in the emergency department after a flood of happiness caused her heart to weaken.

The case study, published in *Oxford Medical Case Reports*, recounts how the woman was so overwhelmingly joyful after attending her daughter's wedding that doctors thought she was having a heart attack.

She presented to the hospital with chest pain and shortness of breath, which medical staff traced to an overload of positive emotions placing significant stress on her heart, but thankfully made a full recovery.

Yes, broken heart syndrome has a counterpart called happy heart syndrome, and they are two sides of the same coin - a condition known as takotsubo cardiomyopathy (TTS).

TTS caused by positive emotion only makes up 4% of cases, and is usually less severe than broken heart syndrome.

Pharmacists hit the slopes



PHARMACY professionals from around Australia gathered at Mt Buller in Victoria for Attain's 34th Annual Snow Business Conference last week.

Over three days, pharmacy owners and industry leaders explored important topics shaping the future of community pharmacy, including financial management, valuation, AI, and legal updates, as well as business sales and growth strategies.

Sponsored by Fred IT Group, VH Lawyers, Arrotex and ParagonCare, the conference featured presentations from Attain's Frank

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Women lowest paid in healthcare

A **GLOBAL** study published this week in *The Lancet Public Health* has revealed that women make up nearly 70% of the global health workforce, but tend to hold its lowest-paid jobs and occupy only 25% of leadership roles.

Even in fields where women predominate, most senior management and clinical leadership roles are held by men, the team reported.

Worldwide, 63% of pharmacy professionals were female, but more pharmacy assistants (75%) were female than pharmacists (53%).

The analysis also identified a shortage of 34.4 million health workers worldwide, noting that to achieve moderate levels of the Sustainable Development Goal of universal health coverage, 7.1 million physicians, 23.9 million nurses and midwives and 1.6 million pharmacists would be required.

The authors said the findings underline the urgent need for a resilient, well-supported workforce - the paper is **HERE**.

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Medical cannabis may help heartbeat

US RESEARCHERS have found that regular cannabis users experienced nearly 9% fewer premature heartbeats on days when they used cannabis compared with days when they abstained.

While generally harmless, premature heartbeats originating in the upper chambers of the heart can be associated with a higher risk of atrial fibrillation, while those arising in the lower

chambers may indicate an increased risk of heart failure.

The study involved 108 people who regularly inhaled cannabis but had no history of heart issues.

They were asked to either use the drug or abstain while wearing a heart activity monitor.

The researchers stressed that their findings should not be interpreted as evidence that cannabis benefits a person's heart health - the study is **HERE**.



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