

Today's issue of PD

Pharmacy Daily today features two pages of news.

Pharmacists fined

THE Therapeutic Goods Administration (TGA) has issued \$71,280 worth of fines to three pharmacists and a Queensland-based company, for alleged unlawful melatonin imports.

Three pharmacists, from Victoria and NSW, were issued with eight infringement notices totalling \$31,680.

Additionally, Gezond Pty Ltd was ordered to pay \$39,600 via two infringement notices.

The penalties were paid in Jul and Aug.

The imported products were not in the Australian Register of Therapeutic Goods, and had no exemptions or approvals that permitted their importation into Australia.

"Attempting to supply unapproved therapeutic goods to the public is unacceptable," Professor Anthony Lawler, Deputy Secretary of the Department of Health, Disability and Ageing and head of the TGA, said.

Cancer vax breakthrough

A PERSONALISED cancer vaccine developed by Merck and Moderna has shown promising results in helping prevent melanoma from returning, marking the first time an mRNA treatment against cancer has shown positive results in a Phase 3 trial.

The study involved more than 1,137 people with high-risk melanoma whose tumours had been surgically removed, and found the vaccine helped keep the cancer from returning or spreading when used alongside immunotherapy drug Keytruda (pembrolizumab).

Patients were divided into two groups, with two-thirds receiving the personalised vaccine alongside pembrolizumab and the remaining third (the control group) receiving pembrolizumab alone.

The US pharmaceutical companies declared on Wed the trial had resulted in a "statistically significant and clinically meaningful improvement" in the rate of cancer recurrence and spread, with the news sending Moderna's share price skyrocketing by more than 170% to US\$174 (A\$244), while Merck's stock rose more than 12% to US\$152 (A\$213).

"The positive outcome of



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Moderna and Merck's Phase 3 trial of a personalised mRNA cancer vaccine in melanoma is a breakthrough for cancer treatment and personalised medicine," Associate Professor Seth Cheetham, head of the Australian Personalised mRNA Cancer Immunotherapy Hub, and national biologics facility director at The University of Queensland, said.

"The mRNA vaccine is tailored for single individuals using the genetic blueprint of their individual tumour and helps immune cells better recognise and eradicate cancer cells.

"The greatest challenge now will be to deliver this new type of medicine at the scale that it can reach patients throughout the community," he added.

The full data of the Phase 3 trial is set to be presented at upcoming medical conferences.

AI tool unveiled

AUSTRALIAN digital agency Orchard has launched AudiencelQ, an AI tool that builds synthetic patient and clinical personas, giving pharmaceutical marketing teams a faster way to test ideas, messaging and materials.

AudiencelQ generates detailed personas for every audience segment and maps their journey, allowing teams to see how that audience would think, feel and act before anything goes to market.

Additionally, the tool allows clients to add their own research to the model to augment the personas.

"It's no longer enough to say you're putting patients at the centre of a decision - you need the evidence to show you have," Orchard chief executive officer Wai Kwok said.

"That used to mean one study a year, built into one campaign, and left alone until the next one.

"Marketing doesn't work that way anymore.

"AudiencelQ is how we keep the evidence moving at the same pace," he added.

AdPha MM2026 recipients announced

ADVANCED Pharmacy Australia (AdPha) has revealed the three recipients of its MM2026 scholarships and the 2026 ANZCAP Student of the Year.

Linda Krogh was awarded the rural and remote scholarship, while the sustainability scholarship was given to Kate Bennett, and the early career pharmacist scholarship went to Natalie Cheung.

Additionally, Gilbert Punyawan

was named Student of the Year.

All four recipients are set to attend the 50th Medicines Management event in Brisbane from 22-24 Oct.

"These emerging and established leaders embody the limitless possibilities of pharmacy practice, and we're delighted to support them to connect, learn and share their expertise at MM2026," AdPha vice president Brenda Shum said.

The **Emergency Locum Service (ELS)** provides support to community pharmacies in rural and remote regions of Australia via direct access to pharmacist locums in emergency situations.

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Dispensary Corner

DEER may hold the key to healing broken bones.

New research out of the US and China has found that antlers contain chemicals that speed up the repair process.

It makes sense when you consider that deer antlers - which are made up of bone, cartilage, blood vessels, nerves and skin - are able to fully regenerate, with males growing a new pair each spring.

Scientists at Washington University in the US and Ningbo University in China extracted the polypeptides from the antlers and injected them into mice with fractured limbs.

Within a week, the bones had rejoined - a process that normally takes two or three weeks - and after 21 days, they had completely healed, compared to the typical timeframe of around 35 days.

The findings were published in the *Journal of Orthopaedic Translation*, with the researchers pointing out that deer antlers had been used as a traditional medicine in East Asia "for thousands of years".

"Our research shows they can accelerate fracture healing by promoting new bone formation," they added.



PRODUCT SPOTLIGHT

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au

New hyaluronic acid infused cold sore patch for advanced repair

Dermal Therapy Cold Sore Patch provides advanced barrier protection for cold sores using hydrocolloid technology enhanced with hyaluronic acid to promote the healing process.

The ultra-thin, discreet patch maintains a moisturised environment while protecting the affected area from picking, cross-contamination and external factors.

Designed for up to 12 hours of active action, it can be worn day or night and can be worn under makeup. It offers a convenient treatment for customers seeking targeted cold sore care.

RRP: A\$15.99

Stockist enquiries: Contact 1300 555 597

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



Hartley's Gripe Water



Hartley's Gripe Water is a natural blend of herbal ingredients including dill seed oil, peppermint oil, chamomile and coriander oil. These herbs have been used safely in commercial infant preparations for many years.

The product helps reduce the occurrence of excess intestinal wind and gas in infants, and helps relieve the symptoms of infant colic. It does not contain artificial sweeteners.

Suppliers: Available from Symbion, Sigma, API & CH2.

Stockist enquiries: Contact your Clear Sales representative on 1800 640 043 for special deals.

RRP: \$11.27 - 200ml bottle

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