

Today's issue of PD

Pharmacy Daily today features three pages of news, including our **Beauty & Wellness** feature, plus a full page from **MediChoice**.

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**.

ATAGI updates measles advice

THE Australian Technical Advisory Group on Immunisation (ATAGI) recently updated advice to recommend that infants aged six to 11 months should receive an additional dose of a measles-containing vaccine (the MMR vaccine) when travelling overseas.

The update, which was flagged in a statement from chief medical officer Professor Michael Kidd, comes as measles cases continue to occur, mostly in people who have travelled overseas, with numbers tripling in 2025 relative to 2024.

Measles outbreaks have been reported in popular tourist destinations, including Bali, Vietnam, Thailand, Cambodia, the Philippines, Malaysia and India.

Where an infant aged under 12 months receives an MMR dose before travelling overseas, the dose needs to be repeated.

They should receive the next dose of MMR vaccine at 12 months of age or four weeks after the first dose, whichever is later, with the final dose at 18 months of age as routinely recommended.

Vaccination is also recommended for adolescents who have not received two doses and people born in 1966 or after who have not received two doses.

TWC reveals future of prescribing

TERRYWHITE Chemmart (TWC) has outlined its 2026 vision for what pharmacist prescribing looks like in practice, as full scope moves from pilot programs and early adoption to an embedded model of care.

Fundamental to its vision is the TWC Pathway to Prescribing Program, designed to provide industry professionals with everything they need to integrate expanded services into their businesses.

Encompassing clinical governance and safety, education and confidence building, workflow design and real-world service delivery, more than 200 pharmacists from across the country engaged in the program in 2025.

According to Kate Gunthorpe, pharmacist implementation and change specialist at TWC, the profession has now moved beyond early adoption.

"In 2026, pharmacist prescribing is about execution," Gunthorpe said.

"The success of full scope of practice won't be measured by pilot programs or qualifications alone, it will be measured by what happens at 10am on a Tuesday in a busy community pharmacy.

"Pharmacists need clear frameworks, integrated workflows and confidence that prescribing can be delivered safely and sustainably,



Hartley's Gripe Water helps reduce colic and wind in infants.

Available from Symbion, Sigma, API & CH2.

Australian made. Pharmacy only. Always read the label and follow the directions for use. **Petrus** PHARMACEUTICALS



not as an add-on, but as part of our normal practice."

More than 65 TWC pharmacies in Queensland and NSW are now actively delivering pharmacist prescribing services, embedding prescribing into daily pharmacy operations.

This is expected to expand to at least 100 pharmacies nationwide in 2026.

TWC general manager Michael Beaumont said true leadership in full scope of practice is defined by the combination of professional capability and the right support structures.

"Full scope of practice is an essential component of a high-

performing community pharmacy," Beaumont said.

"It starts with skilled and confident pharmacists, but it can only be sustained when it's underpinned by a high-performing team, an efficient dispensary, and a strong front-of-shop that continues to meet the everyday needs of customers.

"At TerryWhite Chemmart, our role is to support pharmacists with the systems, workflows and an operating model that allows them to practice safely and confidently at the top of their scope, whilst keeping a focus on what makes community pharmacy work, day in, day out," he concluded. **KB**

Priceline, Chemist Warehouse named *Power Retail* finalists

POWER Retail, a leading online news and content hub for e-commerce professionals, has announced the finalists of the All Star Bash 2026 Awards, with Priceline making the cut in several categories and Chemist Warehouse in the running for the major award.

The awards celebrate "the best of the best" in Australian retail, bringing together professionals in the industry and presenting a series of prestigious awards including the coveted Number One Retailer.

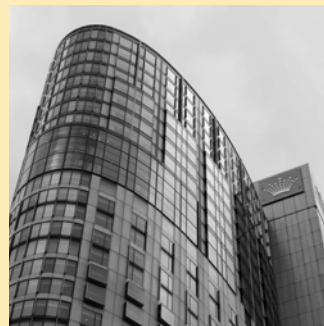
Priceline is a finalist for Top User Experience, Top Customer Experience, Top Loyalty

Program, Top Direct Marketing Program, and Top Viral Moment, recognising its \$10 Tuesday deal on No7 skincare products in late Nov 2025.

Meanwhile, Chemist Warehouse has made the finals in the Number One Retailer category.

"For 2026, we've developed new and improved award categories that recognise the full spectrum of retail industries, ensuring that every area of Aussie retail has a chance to shine," said *Power Retail* editor Rosalea Catterson.

"From trailblazers in retail media and loyalty, to innovators in in-store design, social media magicians, and gamechanging



UX designers, this year's awards reflect the evolving and dynamic nature of retail in Australia."

The awards ceremony will be held at Crown Towers Melbourne on 12 Mar.

Learn more **HERE**.

Editor's Choice: Salmon sperm and 'fauxzempic' top beauty trends

WATCH out, this year's biggest beauty and skincare trends will feature salmon sperm serum (also known as PDRN - polydeoxyribonucleotide), 'fauxzempic' skincare and cute, playful products, according to global forecasting body, WGSN.

First spotted in Korean beauty routines, PDRN is hitting the mainstream, thanks to its ability to boost collagen and repair the skin barrier.

The ingredient has been seen in major Korean skincare brands such as Medicube, which is available at Priceline.

For consumers who are unsure of the marine origins of the active, there is now vegan PDRN,



which has been bioengineered from plants and microbes.

While GLP-1s might be all the rage right now, for those who are not yet ready for the meds, this year will see a rise in products designed to sculpt and tone the body, such as lymphatic-drainage

creams, de-bloating serums and contouring face wraps.

Meanwhile, in a world of stress and tension, consumers will be looking for moments of fun and playfulness in products and experiences that spark joy and self-care, the report stated.

A lust for supplements



HERBAL supplement brand Wanderlust has released six new plant-based products, available at Chemist Warehouse.

Some of the products in the range include Wanderlust Omega-3 Complex, which is formulated with plant-based omega-3s from microalgae, linseed and chia, providing essential fatty acids to benefit the heart, brain and nervous system.

To help relieve hot flushes and night sweats during menopause, there is Wanderlust High Strength Sage, while Wanderlust High Strength Mullein helps to relieve mild bronchial coughs, and clear respiratory mucus and ease throat irritation and inflammation.

"At Wanderlust, we're committed to creating supplements that support people and the planet, crafted here in Australia from high-quality raw ingredients," said Radek Sali, Wanderlust chairman.

"This new collection deepens that commitment by uniting ancient herbal wisdom and modern naturopathic expertise to help people feel grounded, supported and well."

Long-lasting brows

PERFECT for the summer holiday season, 1000 Hour's Lash and Brow Dye Kit (\$19.99) is water-resistant, smudge-proof and long lasting.

Available in seven shades (dark brown, brown/black, medium brown, graphite, light brown/honey, natural black and blue/black), the kit is on sale now at Priceline, Chemist Warehouse and other outlets.



150-year-old icon goes viral on TikTok



UNILEVER is tapping into influencers as it rides the recent social media wave of popularity surrounding old-school skincare solution, Vaseline.

It seems TikTok users have finally discovered the 150-year-old balm as a cure-all for a range of life

hacks from fixing squeaky doors to cleaning shoes.

Jumping aboard the trend, Unilever brought its own scientists online to test the claims and share the results.

Turns out, Vaseline really does reduce the sensation of spicy food on the lips, prolong the scent of fragrances and restore leather handbags - but it does not whiten teeth or lengthen eyelashes.

"If you can make sure your brand is shared by other people, talked about by other people, that is how you can build trust and relevance," Unilever executive Selina Sykes said of the business' newfound social media strategy.

"Creators are critical to that - we're really scaling this advocacy model," she added.

Want to feature on this page?

email advertising@pharmacydaily.com.au to find out more

Beauty & Wellness
by Pharmacy Daily



Dispensary Corner

A NEW genetically modified tomato has been given the go-ahead by the Australian Gene Technology Regulator, with consumers set to benefit from purple power.

Yes, the new tomato is purple, thanks to added anthocyanins - compounds found in foods including blueberries and plums.

In the case of this tomato - named The Purple Tomato™ - the pigments have been derived from edible snapdragons.

Unlike purple heirloom tomatoes, the colour goes all the way through the flesh, not just the skin.

Potential health benefits associated with anthocyanins include anti-inflammatory and antioxidant effects, with preclinical studies showing they offer significant heart protection and delay the progression of cancer.

"If you needed one, here is your excuse to whip up a bruschetta or Bloody Mary," said University of Newcastle plant biologist Dr Joseph Pegler. Maybe don't wear white.

iNova, CWH team up to recycle

INOVA Pharmaceuticals is partnering with Chemist Warehouse and Pharmacycle to help reduce blister pack waste and encourage more sustainable healthcare practices.

Through the partnership, iNova will support the collection and recycling of blister packs in all Chemist Warehouse pharmacies nationwide.

The initiative encourages customers to return empty blister packs to their local Chemist Warehouse pharmacy, with Pharmacycle facilitating the responsible processing and recycling of blister packs that would otherwise end up in landfill.

To date, Chemist Warehouse and Pharmacycle have recycled 50 million blister packs.

"We're excited to welcome iNova to the Pharmacycle blister pack initiative," said Chemist Warehouse deputy CEO, Mario Tascone.

"The initiative forms part of Chemist Warehouse's broader commitment to accessible healthcare and sustainability, offering customers a simple, in-store solution to recycle used blister packs while continuing to shop for their health and wellness needs," he added.



iNova welcomed the opportunity to join Chemist Warehouse and Pharmacycle to make blister pack recycling easy and accessible for Australian families.

"iNova, together with Diffiam, Demazin and Betadine, is proud to invest in practical sustainability programs that make a real impact in our communities" said Chris Sadler, iNova global director of customer development and Australia consumer sales.

Pharmacycle provides over 900 collection points in pharmacies, healthcare facilities and community centres across Australia, and has recycled over 120 million blister packs since July 2022. KB

Argenx partners with Monash

GLOBAL immunology company Argenx and Monash University have formed a strategic partnership to advance a pioneering molecule for autoimmune diseases as part of Argenx's Immunology Innovation Program.

The partners are collaborating to advance an antibody molecule in pre-clinical development, with the shared ambition of one day addressing diseases with significant unmet need for patients.

"Australia has built a world-class environment for innovative research," said Argenx Australia general manager Kathryn Evans.

"This collaboration with Monash University reflects our continued interest in engaging deeply with Australia's research community and learning from the scientific rigour and creativity that exists here," Evans enthused.

This is Monash's first partnership with Argenx and, after signing with UniSA last year, the second R&D partnership for Argenx in Australia (PD 15 Oct 2025).



LEADING THE WAY

*Wesfarmers Health Chief Customer Officer **Richard Pearson** on what's in store for the business in 2026.*

» CLICK HERE TO READ



www.pharmacydaily.com.au

Pharmacy Daily is part of the Business Publishing Group family of publications.

Pharmacy Daily is Australia's favourite pharmacy industry publication.

EDITORIAL

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

ADVERTISING AND MARKETING

Head of Sales & Marketing - Sean Harrigan
Business Development Manager - Kara Stanley
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

Travel Daily

CRUISE WEEKLY

Travel & Cruise Weekly

travelBulletin business events news

Pharmacy Daily is a publication of Pharmacy Daily Pty Ltd ABN 97 124 094 604. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Damian Francis.

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.