

Today's issue of PD

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

Hepatitis needs

AUSTRALIA could be staring down the barrel of over \$2.6 billion in unavoidable costs if it fails to meet its national hepatitis B and C elimination targets by 2030.

In a report released yesterday to mark World Hepatitis Day, Hepatitis Australia revealed that missing these targets would result in thousands of people not being treated and many more going undiagnosed, potentially resulting in preventable deaths.

The country is off track on eight of 10 hepatitis B targets and five of seven hepatitis C targets, with avoidable costs adding up to \$1.17 billion and \$1.43 billion respectively.

There are currently around 300,000 Australians living with hepatitis B or C, with an estimated 1,000 people likely to die from the conditions.

"Hepatitis B can be managed, and hepatitis C can be cured," Hepatitis Australia CEO Lucy Clynes said.

"We have the tools, and we have had excellent engagement from the Federal Government - now, we must continue to invest so that we can finish the job."

Read the report [HERE](#). *JB*

Peptide risks go beyond health

AS THE Therapeutic Goods Administration (TGA) continues its crackdown on unapproved peptide products, a legal expert has warned that suppliers and consumers are exposing themselves to criminal charges under a patchwork of state laws that most have never heard of.

Principal lawyer at Astor Legal, Avinash Singh, explained that offences around peptides fall into each state and territory's poisons and therapeutic goods legislation, with penalties varying significantly across the jurisdictions.

"In every state and territory, peptides are captured by the poisons or medicines legislation as a restricted, controlled or prescription-only substance," Singh said.

"The practical effect is the same everywhere - without a valid prescription from a registered medical practitioner, possession is an offence.

"What changes across the border is the penalty."

In NSW, possession without a prescription carries a maximum \$2,200 fine and up to two years' imprisonment, in Queensland, there is a maximum \$34,540 fine, while in the ACT, it is a maximum \$72,800 fine and up to two years in prison.

Supply penalties diverge even further, Singh said.

"A person supplying peptides in the ACT faces a maximum fine of \$182,000 and five years' imprisonment - in South Australia, the maximum penalty for the equivalent conduct is a \$10,000 fine," he said.

4 ways to help build strong bones



Petrus
PHARMACEUTICALS

Available from Symbion, Sigma, API & CH2

Always read the label and follow the directions for use.



"The same product, the same conduct, an enormously different exposure depending on which side of a state line you are standing on."

Importation is where the legal picture shifts from state to federal, Singh said, and the consequences may be less severe as the TGA is more likely to take action through civil enforcement rather than criminal proceedings.

Ultimately, the enforcement burden falls hardest on consumers and suppliers, who are most at risk of being charged with a criminal offence relating to the use or sale of peptides.

"Consumers are often the least informed about the laws surrounding peptides and the requirement to obtain a prescription from a registered medical practitioner," he noted. *KB*

National digital asthma trial

ASTHMA Australia and the University of Newcastle have developed a new digital support system to help people better self-manage their asthma and are inviting people to take part in a national trial to test it.

The system comprises digital tools, telehealth services and personalised resources designed to make day-to-day asthma management easier and give people more confidence, control and peace of mind.

The study is now recruiting adults aged 18 years and over from anywhere in Australia who have been diagnosed with asthma and own a smartphone.

The trial can be completed via telehealth at times that suit them, and participants will be compensated for their time attending study interviews.

Learn more [HERE](#).

VITACEUTICALS

MagZorb

Your shelf is missing its
Best Seller.

Gentle glycinate in capsules & powder.
The magnesium your customers
keep coming back for.



FAST MOVER



HIGH REPEAT



BIGGER BASKET



Available via Symbion, API & CH2



Light.

Grow Services.

Deliver Care with Confidence.

Chat to us at PSA Conference!

Editor's Choice: OPI nails its 45th birthday with re-release of favourites

ICONIC nail brand OPI is celebrating its 45th anniversary this year with the launch of its Most Requested Collection, featuring the re-release of 13 customer-favourite colours, including Every Month is Oktoberfest (a dark purple), Route Beer Float (a neutral shade), Espresso Your Style (a bronzed brown), and more.

"We're opening the vault and bringing back 13 of the most-demanded retired shades - cult classics that OPI fans have been asking about for years," explained OPI co-founder Suzi Weiss-Fischmann.

The 13 returning shades are paired with fresh remixes of the favourite colours, 12 in OPI's



Infinite Shine formula and 12 as press-on options.

Inspired by the classic shades, the new colours include soft pinks and nudes (Boots in Barcelona),

sparkly taupe (My Private Yacht), and dark red shimmer (Malaga Wine Not?).

Available at Chemist Warehouse and other major retailers.

New healthy scalp range



SHEAMOISTURE has released its new Dandruff and Itch Relief range at Priceline, featuring apple cider vinegar, niacinamide and anti-dandruff actives.

The four-piece collection aims to remove flakes and build-up, relieve itch and irritation, and create a healthier scalp, keeping hair soft and hydrated.

Featured in the range is a shampoo (RRP \$23.50) formulated with pyridine zinc to stop dandruff flakes, itch and irritation, while cleansing the hair without stripping moisture.

The shampoo can be used alongside the new conditioner (RRP \$23.50), to help soothe the scalp and deliver hydration.

Meanwhile, the serum (RRP \$29.99) is a targeted scalp treatment featuring niacinamide and salicylic acid to strengthen the scalp moisture barrier, and can be used on wet or dry hair.

Lastly, the instant scalp refresh spray (RRP \$29.99) can be used in between washes to help dissolve build-up and hydrate the scalp.

The sky's the limit

MAYBELLINE has released this month the new Lash Sensational Sky Tubes Tubing Mascara (RRP \$28.99), featuring a gentle, smudge-proof formula.

It also includes a unique brush to help extend and separate inner and outer lashes without clumping.



Skincare brand Bubble pops new barrier balm



GEN Z skincare range Bubble has released the new Soft Swerve Barrier Restore Balm (RRP \$30) to help calm redness and restore irritated skin.

The balm's gentle formula includes key ingredients like squalane, an emollient that acts like a humectant to draw water to the skin, shea butter to offer deep moisturisation, aquaxyl and plant-based ceramides to protect the skin barrier, and niacinamide to help hydrate, calm irritation and boost skin barrier function.

According to a clinical study from the brand with 30 participants, 100% saw an improvement in skin barrier function immediately, and experienced visibly plumper and more radiant skin for 24 hours.

Available now at Priceline stores.

Want to feature on this page?

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

Beauty & Wellness
by Pharmacy Daily



Dispensary Corner

WE HAVE all heard the ways that coffee is good for us and the ways that it is bad for us, and now experts are saying that your age determines how much you should have.

Coffee has been shown to offer a myriad of benefits, from improving alertness and physical performance to reducing the risk of dementia and heart disease.

But new research has indicated that the particular benefits you enjoy depends on how old you are.

For women, the sweet spot when it comes to reaping the full effects of coffee's protective qualities seems to be around 48 years old.

In a Harvard study of more than 47,000 women aged 45-60, those who drank three small cups a day were 13% more likely to see mental and physical benefits in their 70s and beyond.

In separate UK-based research that tracked more than 350,000 adults aged over 37, researchers found that those who drank five or more cups of coffee a day had a significantly lower risk of liver cancer compared to people who did not drink coffee, and were also around a third less likely to develop cirrhosis (irreversible scarring of the liver).

Additionally, regularly drinking an ambitious four to six cups of coffee a day in your 60s could reduce the risk of frailty, a study published in the *European Journal of Nutrition* found.

It all seems to be good news for coffee addicts, whichever way you look at it.

Antihistamines don't help eczema

NEW research published today in the *BMJ* has revealed that using oral antihistamines to treat eczema may not do much good and may even do harm, leading the study team to advise against routine use and call for updated guidance.

While oral antihistamines are one of the most commonly used drugs for managing eczema, with estimates of 20-50% of patients using them, evidence-based assessments of their benefits and harms in treating eczema have not been conclusive.

To address this, researchers from McMaster University in Canada conducted an analysis of 47 studies involving over 6,000 people.

They found that while the addition of oral antihistamines to existing eczema treatments resulted in statistically significant improvements in eczema and itch severity, the effect was not clinically meaningful.

There was no reduction in sleep disturbance or flare-ups.

Meanwhile, there is a risk of



side effects in first generation antihistamines, including sedation and drowsiness.

"This systematic review and network meta-analysis addresses the longstanding uncertainty surrounding the role of antihistamines in treating atopic dermatitis, showing they likely do not meaningfully improve patient-important outcomes while probably increasing harms," the team stated.

"These findings provide evidence against routine antihistamine use in atopic dermatitis management and will inform updated clinical guidelines," they concluded.

Read the study [HERE](#). KB

MRFF strategy and priorities up for review

STRATEGY and priority documents that underpin the type of research funded by the Medical Research Future Fund (MRFF) are up for review this year, with draft versions currently open to comment until 16 Aug.

The Australian Medical Research and Innovation Strategy, which operates on a five-year cycle, will retain a focus on health equity, while adding a new emphasis on using AI and digital health advances to transform healthcare.

Consumer and community involvement and prevention and early intervention also feature in

the 2026-31 draft strategy.

The draft 2026-28 Australian Medical Research and Innovation Priorities also feature AI in research and health systems, as well as integrated digital health systems.

Other draft priorities include advanced therapeutics, environmental health, multiomics-informed healthcare, determinants of health, First Nations-directed research, embedding research into the health system where possible, and ensuring a skilled and sustainable research workforce.

Learn more [HERE](#).

"Empathy is one of our best tools"

WHEN caring for her father at home during palliative care, Nancy El-Miski found herself in the role of both daughter and pharmacist - sourcing medication, liaising with his doctors on prescriptions, and navigating a health system most families face without any clinical training.

"How does someone else, who doesn't have my background, deal with this in such an urgent and devastating time?" she wondered.

In the latest episode of the *Your Pharmacy Career* podcast, El-Miski shared with host Krysti-Lee Patterson how that question became a starting point for change, while also providing listeners with valuable insights and tips.

After her father passed, she worked with her local palliative care clinic to ensure her 24-hour pharmacy was stocked with the medications and everyday supplies families may need in a crisis.

El-Miski also trained her team to understand the palliative care journey and how grief shows up in the pharmacy, so no patient was ever met with "sorry, we don't have that".

That same patient-first thinking has been introduced into every service she has built, from diabetes care to sleep apnoea and weight support.

"Empathy is one of our best tools in pharmacy," El-Miski said.

"Be empathetic, be understanding, open space for your customers to open up, and you will see things flourish," she shared.

Listen to the podcast [HERE](#).