

Today's issue of PD

Pharmacy Daily today comprises three pages of news, including our **Beauty & Wellness** feature, and a full page from **Bernie Burn Cream**.

Manage burns

BERNIE Burn Cream is formulated with zinc oxide to soothe, heal and protect mild skin burns, sunburn and scalds. Learn more on **page four**.

WA extends free flu program

THE Western Australian Government has extended its free influenza vaccine program until the end of Jul, giving people extra time to get themselves protected ahead of the peak winter period.

All Western Australians aged six months and older can get vaccinated for free.

Hospital pharmacists key to growth

ADVANCED Pharmacy Australia (AdPha) has welcomed the NSW Government's Budget announcement of a \$10.3 billion investment in health, which includes a commitment to grow the workforce by an additional 9,000 health workers and expand hospital capacity.

AdPha President Associate Professor Tom Simpson said the commitment to recruit more health workers was a positive step, but warned that hospital pharmacists must be a core part of the workforce expansion if the state is to meet growing patient demand safely and efficiently.

"Despite having the largest hospital bed base in Australia, NSW has one of the lowest hospital pharmacist-to-bed ratios nationally," Associate Professor Simpson pointed out.

"That imbalance is placing increasing pressure on services and limiting opportunities to improve patient outcomes."

Vita-D Mini Tablets
Supports bone health, muscle strength and calcium absorption. **NEW**

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Symbion, Sigma, API & CH2

Always read the label and follow directions for use.

Assoc Prof Simpson noted that reduced access to hospital pharmacists means reduced access to medication safety expertise, fewer supports for safe transitions of care and missed opportunities to prevent avoidable harm.

"Programs such as Partnered Pharmacist Medication Charting (PPMC) are proven to improve patient safety, shorten hospital stays and free up valuable time for doctors and nurses," he said.

"However, these benefits cannot be fully realised without adequate pharmacist staffing to support and sustain these services."

AdPha has also renewed its call for NSW to become a signatory to the Pharmaceutical Reform Agreement (PRA), warning that patients continue to face inequitable access to subsidised medicines when leaving hospital.

This creates unnecessary barriers to care and places additional pressure on patients at the point of discharge, Assoc Prof Simpson said.

Arrotex Pharma has presbyopia in sight

OPHTHALMIC pharmaceutical innovator LENZ Therapeutics and Arrotex Pharmaceuticals have announced a licensing partnership to support the commercialisation of a therapy designed for the management of presbyopia in adults.

LENZ will receive an upfront payment and significant profit share from product sales, while Arrotex will obtain exclusive commercialisation rights for VIZZ (aceclidine ophthalmic solution) 1.44% in Australia and New Zealand.

"LENZ's innovative treatment represents a first-to-market, once-daily solution that can provide freedom from reading glasses, offering the potential for greater visual independence and improved quality of life," said Dennis Bastas, chairman and group CEO of Arrotex parent company DBG Health.

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STILL ON WINDOWS 10?

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Payday super is here

Free resources for small business

From 1 July 2026, super must be paid on payday.

COSBOA's free Small Business PEAK program gives small business owners the expert guidance, tools and training to get it right, without the cost. Whether for your own business or someone in your network, PEAK is the practical support small business needs right now.

COSBOA SMALL BUSINESS ORGANISATIONS AUSTRALIA
Productivity, Education and Training Fund
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Editor's Choice: Independent Aussie fragrance brand makes waves

INDEPENDENT Australian perfume brand Aysha Hansen Fine Fragrance is new to the market, offering three eau de parfum ranges.

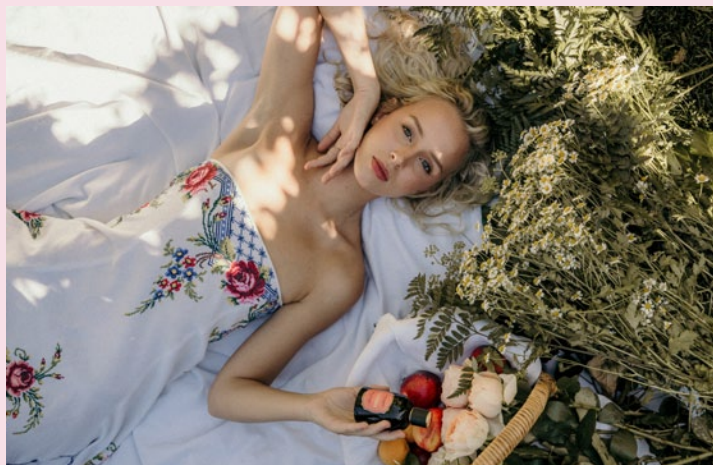
Ambrosia features a combination of lemon, stone fruits and bergamot with rose and white honey.

Meanwhile, Golden Thread includes top notes of pink pepper, gardenias and jasmine.

Lastly, Ghost Lover's top notes include cardamom, cinnamon and pink pepper, as well as rock rose and musk at its centre.

Its base notes include vanilla bourbon and tonka bean.

Eau de parfums start from RRP \$150 each, with discovery sets also available for RRP \$60 each.



Launched last year in Sep, Ambrosia was a finalist in the Artisan category at the international 12th Annual Art and

Olfaction Awards, which were held in Athens.

Click [HERE](#) for wholesale enquiries for the brand.

Vichy launches deo range



FRENCH skincare brand Vichy Laboratoires has released its deodorant range in Australia this month.

The collection of seven roll-on and spray products aim to deliver protection for all skin types including sensitive skin, while tackling intense perspiration and clothing stains.

With zero percent alcohol, the hypoallergenic range promises to provide 48 to 72 hours of odour and moisture protection.

"Excess sweat and skin sensitivity can be a personal challenge for so many Australians, and each product has been formulated with high-tolerance active complexes to deliver sustained antiperspirant efficacy while respecting the epidermal barrier," Rachel McAdam, head of medical relations at L'Oreal Dermatological Beauty ANZ, said.

"This ensures people can feel fresh, dry and confident without irritation," she added.

Arden eyes new cream

ELIZABETH Arden has released the new Retinol + HPR Ceramide Rapid Skin Renewing Eye Cream (RRP \$125).

Designed to smooth, brighten and reduce puffiness, the lightweight cream is gentle and calming, suitable for all skin types.



RoC encapsulates retinol-based skincare



US SKINCARE giant RoC has released two new products formulated with a high concentration of its powerful retinol and antioxidants.

According to the brand, the new Retinol Correxion Line Smoothing Night Serum capsules (RRP \$42.99) are designed to "rival prescription skincare without the irritation", while visibly reducing lines and wrinkles.

The powerful serum is sealed tight in each capsule for optimal retinol freshness and potency.

RoC has also launched a new moisturiser in the same range - the Retinol Correxion Line Smoothing Max Hydration Cream (RRP \$42.99).

The fast-absorbing product promises 48-hour hydration to help plump lines and firm skin.

Both of the new products from RoC are dermatologically tested and biodegradable.

Available at Chemist Warehouse.

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Beauty & Wellness
by Pharmacy Daily

As a health professional, did you receive today's special edition? Click here to change your subscription details via email.

Dispensary Corner

HAVE you ever noticed the kilojoule information for different foods on the menu at your favourite fast food joint?

If you have, did it affect your purchase decision?

Most people, as many studies found, do not let it influence what they choose to buy, and only those who are more health-conscious anyway decide they really should get the salad instead of the double cheeseburger with large fries and a thickshake.

So it is with some scepticism we learn that US researchers have suggested putting climate impact labels on fast food menus, enabling better choices to help reduce greenhouse gas emissions and the negative climate issues associated with fast food.

The research team enlisted over 10,000 people for a survey, and found that when the participants were shown labels detailing the climate impact of food, they were less likely to select the most damaging foods than those who were not.

An additional benefit was that participants who saw the labels were, on average, more likely to select foods with less saturated fat, less salt and fewer calories, compared with those who were not.

People are probably be more inclined to agree to self-deprivation in a survey than real life, so we can't help being a little cynical - after all, if people don't consider their own health when choosing foods, will they consider that of the planet?

Lessons learnt on the ownership journey

BLOOMS The Chemist pharmacists Zena Daher and Eman Khaled (**pictured**) were once mentor and intern at Blooms The Chemist Bankstown in Sydney, and today are Blooms The Chemist pharmacy owners, at Burwood and Penrith High Street respectively.

Together, they navigated the transition from early career pharmacists to business owners, and have shared with **Pharmacy Daily** some of their insights into shifting priorities, learning new skills and developing leadership.

For Daher, the need to balance clinical judgement with commercial realities was one of the primary challenges arising in the transition from pharmacist to owner.

"Dispensing is a routine part of my day as a pharmacist and an important part of generating revenue," Daher explained.

"At the same time, it's also vital to treat every interaction as unique and to hear the patient's underlying concerns," she said.

"I mentor my team to remember that we aren't just moving stock - our customers also rely on us to provide expert health advice and genuine support," she added.

Khaled learnt that one of the key skills required as an owner was being adaptable - which came to the fore when the COVID pandemic hit.

"We had to rapidly evolve as a team, forcing us to become more agile in our workflows, strengthen team communication, and prioritise patient safety while still maintaining accessibility," she explained.

Being willing to delegate was another important learning, Khaled said, not only for the running of the pharmacy, but her development as a leader.

"During my first year of ownership, I thought I had to handle everything



myself," she said.

"I told myself it was quicker for me to do things myself like ordering, rosters, follow-ups and small admin tasks, but actually it was causing my pharmacy to not run as efficiently as it could have."

After her area manager demonstrated how to be more intentional about delegating tasks and set clear expectations, Khaled saw a huge change in the team and pharmacy performance.

"My team's confidence grew and I saw them become empowered to make decisions and provide solutions to tasks," she explained.

Daher advised new pharmacist-owners to focus first on community and building long-term relationships with the team and patients.

"Our customers value personal connection the most," she said.

"By creating an environment where patients feel comfortable asking questions and seeking support - whether it's helping someone manage a chronic condition, providing timely vaccinations, or simply offering reassurance - you provide a strong foundation for patient care, and also develop a loyal customer base that knows they can rely on your team."

Both acknowledged the role Blooms played in their journeys.

"I've been supported and surrounded by people who share the same values and vision,"

Khaled shared.

"I also discuss with other pharmacist owners what they do in their pharmacies which I can then adapt to my own," she added.

Daher noted that partner meetings and conferences are regularly held by the network, enabling her to connect with other pharmacy owners, "which can sometimes be difficult to do when you're focused on running your own business", she said. *KB*

New THC saliva test available

MEDICINAL cannabis distributor Leafio has announced the release of a new at-home THC saliva screening test designed to help patients better understand the presence of THC in their saliva.

The ANASA THC Saliva Test is the most sensitive saliva-based THC screening test available in Australia, and while not intended to determine whether someone is legally able to drive, can help patients make informed decisions about activities after using medicinal cannabis.

Leafio has also released the second edition of its pharmacist counter-side reference guide Leafio Lens, updated to reflect new clinical evidence, regulatory developments and changing prescribing trends.

Developed by clinical and regulatory experts to help pharmacists provide consistent, evidence-based advice at the point of care, it is available through Leafio distribution channels.

Bernie™



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HEALS

Supports healing for mild skin burns

SOOTHES

Relieves symptoms of mild skin burns

PROTECTS

Forms a protective barrier over the affected area.



“Bernie is a high-performing and easy-to-use option that supports the treatment and healing of mild burns. In my experience, Bernie fills an important gap in everyday first aid and represents a valuable addition to the burn care category.”

JASON SAMMUT | Community Pharmacist

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