Pharmacy Daily
Thursday 26th Nov 2026



Today's issue of *PD*

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

Get better sleep

RESTIN 2mg melatonin modified release tablets help offer a better quality sleep.

Nova Pharmaceuticals is offering pharmacists a special deal - see **page four** for more.

Prof Jane Halton new ADHA chair

PROFESSOR Jane Halton has been appointed chair of the Australian Digital Health Agency (ADHA) Board, starting this week.

Internationally recognised as a leader in public health governance, Prof Halton has more than 15 years' experience in senior government roles, including as Secretary of the federal Health and Finance departments.

She is also independent chair of the Generic and Biosimilar Medicines Association.

"Good care depends on clinicians and patients having the right information when they need it," Prof Halton said.

"I look forward to working with the Board, the Agency and its partners to make that happen and to improve health outcomes for Australians."

CWH teams with Mirakl

CHEMIST Warehouse has announced a strategic partnership with global e-commerce technology Mirakl, launching an enhanced online marketplace that will provide Australian consumers with access to an even greater range of health, beauty and wellbeing products.

The new marketplace is now live, with more than 7,000 products from 300 sellers, marking a new chapter in Chemist Warehouse's digital growth strategy.

It will enable the pharmacy juggernaut to significantly broaden its product offering, introduce new brands and categories, and create additional opportunities for retail partners.

Chemist Warehouse first launched its online marketplace, powered by Marketplacer, in 2022 (***PD*** 09 Nov 2022).

A major behind-the-scenes player in e-commerce worldwide, Mirakl powers the third-party marketplaces and dropshipping operations for several of Australia's largest retailers, including Bunnings, Kmart, Myer and JB Hi-Fi, with Macy's, Carrefour, H&M and Decathlon among its global clients.

Mario Tascone, deputy CEO at Chemist Warehouse, said the launch represents an important step in the retailer's commitment to continually evolving its customer offering.

"At Chemist Warehouse, we're always looking for new ways to make health, beauty and wellbeing products more accessible and affordable for Australians," Tascone said.

"Our partnership with Mirakl



allows us to take our online offering to the next level, introducing thousands of additional products and new brands while maintaining the value and trusted shopping experience our customers know and love.

"This is only the beginning - we're already reviewing a further 5,000 product listings and more than 100 new sellers, creating exciting opportunities to expand our marketplace, introduce new brands and categories, and make it even easier for Australians to shop with Chemist Warehouse." *KB*

Women's health results to be public

FEDERAL Health Minister Mark Butler has stated that an evaluation of the government's pharmacy prescribing trial for UTIs and contraceptives will be made publicly available.

Due to begin in Feb 2027, the Women's Health Trial has been repeatedly criticised by doctors, who have also raised concerns about the quality of studies evaluating some state-based pharmacist prescribing pilots among the grievances.

At the recent RACGP conference in Adelaide, after questions from the incoming president Dr Ramya Raman, Minister Butler indicated there would be a thorough evaluation of the trial, and that it would be public.

The minister acknowledged doctors' concerns about quality of care, but also highlighted the benefits of better access for patients, especially after hours.





Editor's Choice: Haircare brand SheaMoisture celebrates brand refresh

SHEAMOISTURE has undergone a brand refresh, complete with an updated identity and packaging rolled across its entire product range.

According to the brand, the new look "celebrates the heritage, ingredients and textured-hair expertise at the heart of the brand, while reflecting its continued evolution and innovation".

Meanwhile, SheaMoisture recently launched its Curl Stretch Collection, featuring hydrating formulas created for Type 3 curls with their distinct ringlets, and Type 4 curls, which are made up of tight coils.

The brand has also grown its Dandruff + Itch Relief Collection and entered the men's grooming category, with its Maracuja Oil and Shea Butter Beard Care collection, which aims to hydrate, condition and soften beards and the skin underneath.

SheaMoisture's hero collection is its Coconut & Hibiscus range, which offers definition and shine for waves, curls and coils.



A steamy entry into CWH



A SOUTH Australian self-care brand, The Shower Steamer, has launched in more than 200 Chemist Warehouse stores this week.

Founded by husband-and-wife team James and Courtney Hanley, the start-up sells tablets that are used in a similar way to bath bombs in the shower, where they dissolve and release essential oils and fragrance into the steam, creating an aromatherapy experience.

"Not everyone has a bath. Not everyone has an hour to themselves. But most of us have a daily shower," James Hanley said.

"We wanted to create something that fits into a routine people already have, rather than another thing they need to make time for."

The three products offered in Chemist Warehouse include the Arise, Peace and Treat ranges.

Arise includes orange, grapefruit and lemongrass essential oils, perfect for a morning shower.

Peace is a soothing and calming range, formulated with lavender, chamomile and cedarwood essential oils.

The Treat Pack includes five different shower steamers to introduce users to the brand.

A Real Christmas treat

MAKEUP tool brand Real Techniques has released its new limited-edition Christmas collection, with prices starting from $15 each.

The Finishing Act Brush and Puff Gift Duo (RRP $15) includes a mini multitask brush and blurring heart puff, while the Easy on the Eyes Gift Set (RRP $20) includes three brushes and a lash curler.



Eco Style releases new hair gels for every style



ECO Style has expanded its Australian range with four styling gels to create a variety of looks, whether it's bouncy curls or a slicked back look.

For maximum staying power, the Eco Style Extreme Stiff Hold Gel with panthenol helps keep in place the most demanding hairstyles.

Formulated with biotin, Eco Style's Sculpting Hold Gel (RRP $12.99) offers up to 24 hours of hold, ideal for dramatic spikes and structured looks with great shine.

Meanwhile, the Flex Gel with aloe vera (RRP $12.99) offers a soft hold for a more natural look without weighing the hair down.

The Eco Style Olive Oil Styling Gel (RRP $6.99) is now available in a travel size, making it easy to keep your hair in place wherever you go.

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Beauty & Wellness by Pharmacy Daily

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Dispensary Corner

FORGET creatine, caffeine and beetroot juice - the latest trend in (legal) athletic performance enhancement is broccoli shots.

Promising a range of benefits from muscle growth to speedy recovery, several companies are now offering the vegetable in a conveniently packaged, drinkable form, with added sugar and flavours to help disguise the taste - described by one user as "a gentle fart".

The key active in the juice - which is usually extracted from broccoli seeds or sprouts - is sulforaphane, a substance found in broccoli and other cruciferous vegetables that has antioxidant and anti-inflammatory properties.

For endurance athletes, sulforaphane may help lower lactic acid build-up and calm the inflammation resulting from heavy training, with the 2026 New York City Marathon winner Andreas Almgren among the product's legion of fans.

There's even some science to back it up - a small study found that athletes who supplemented with broccoli sprouts during a week of intensive training experienced lower levels of oxidative damage, along with improved metabolic efficiency and better performance compared with those receiving a placebo.

But forget athletes and science - the real test of a product's efficacy is what influencers think, and Kim Kardashian is a fan and brand advocate for one company, saying it cleared up her psoriasis.

Take the lead on cholesterol conversations

NEW national research released by Hearts4heart to mark Cholesterol Awareness Week (23-29 Nov) has revealed that almost two-in-five Australians (39%) are unsure of their blood cholesterol levels, despite knowing it can affect heart health.

Meanwhile, ABS data estimates that almost one in three adults have elevated cholesterol levels.

Hearts4heart is urging Australians to recognise the importance of knowing their cholesterol numbers as the first step towards understanding their heart health.

Its campaign is also challenging common myths about cholesterol, raising awareness of atherosclerotic cardiovascular disease and helping people understand how cholesterol fits into a broader picture of cardiovascular risk.

Tanya Hall (**pictured**), CEO and founder of Hearts4heart, told ***Pharmacy Daily*** that pharmacists are in a really unique position to help shift the conversation from treating illness to preventing it.

"People visit their local pharmacy regularly, often much more frequently than they see their GP," Hall said.

"That creates an important opportunity to have conversations about cardiovascular health, particularly because high cholesterol is often something people don't know they have."

Hall suggested pharmacists use everyday interactions to ask simple questions, such as when someone last had their cholesterol checked, whether they know their numbers and if they have had their cardiovascular risk assessed.

"They can also help people understand that cholesterol is only one part of the picture - blood pressure, diabetes, smoking, obesity, family history and other risk factors all contribute to cardiovascular risk," she explained.

Pharmacists can encourage patients to speak with their GP about having a cholesterol test and a comprehensive cardiovascular risk assessment, particularly if they have other risk factors or a family history of heart disease.

Meanwhile, in pharmacies that offer the service, opportunistic point-of-care testing can be a valuable way to engage people who may not otherwise think about their cholesterol or heart health.

"It makes testing more accessible and can be an important starting point for a conversation about prevention," Hall said.

"This is particularly important in rural and regional communities, where access to GPs and other healthcare services can be limited."

However, Hall noted, a point-of-care result should not replace a full lipid profile or a comprehensive cardiovascular risk assessment with a GP - and nor should a reassuring result give someone a false sense of security.



"I would also encourage pharmacists to explain that cardiovascular disease often has no warning signs - you can feel well, be physically active and have no obvious symptoms, but still have elevated cholesterol or other cardiovascular risk factors," Hall said.

"We also need to move away from the perception that cholesterol is only something older people need to worry about - cardiovascular risk can develop over many years and identifying risk factors earlier gives people an opportunity to take action," she concluded.

Learn more **HERE**. *KB*

Pregnancy vax linked with healthier bubs

PREGNANT women are being reminded of the importance of vaccinations, with new Australian research providing reassurance that they are safe but may also offer some protection against preterm birth.

Carried out by Adelaide University and the Women's and Children's Health Network, the team analysed data from 19,000 pregnant women to assess the safety and impact of routine vaccines administered for influenza, pertussis and COVID-19.

There was no evidence linking the three vaccines to increased risks of complications, such as hypertensive disorders, chorioamnionitis, premature rupture of membranes, haemorrhage, or low birthweight.

Meanwhile risks for preterm birth were lowered, and the whooping cough vaccine was associated with a nearly 50% lower risk of stillbirth, reflecting findings from other large studies.

The researchers also found babies born to vaccinated mothers experienced better neonatal outcomes such as lower rates of resuscitation and early-onset sepsis.

Read the paper **HERE**.

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www.pharmacydaily.com.au

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