

Today's issue of PD

Pharmacy Daily today features two pages of the latest industry news, plus a full page from **Cyventine**.

Quit smoking aid

NEW nicotine-free Cyventine (cytisine 1.5mg) from Key Pharmaceuticals can help your patients quit smoking in 25 days - see **page three** for more.

Exercise helps beat pain

NEW research from Adelaide University has found that exercise could be one of the most effective ways to help reduce acute and chronic pain across a wide range of conditions, and more effective than common pain relief medications.

The team analysed 157 systematic reviews involving 2,736 randomised controlled trials and over 220,000 participants, and found that exercise can significantly reduce musculoskeletal, neurological, inflammatory, and cancer-related pain.

Shorter-duration and lower-intensity programs delivered greater pain reductions, with significant benefits also seen in programs involving less than two hours of exercise a week.

Overall, exercise reduced pain by around 1.1 points on a 0-10 scale, an effect that is approximately 60% larger than the average pain relief reported for common pain medications in separate chronic pain trials.

All forms of exercise seemed to help, from aerobic and resistance exercise, to gentler movement such as yoga, Pilates or tai chi.

The researchers said clinicians should be encouraged to integrate exercise as a core component of multimodal pain care.

Read the study **HERE**.

Pharmacy and technology Unite

AT ITS inaugural Unite conference held yesterday in Melbourne, Medadvisor and partners joined with pharmacists and other stakeholders from around the country to explore the importance of connection in healthcare, and the role of technology in enabling it.

The event was planned as a forum to share ideas, learn from each other and collaborate, with Medadvisor partners Heidi, Foxo, NostraData, Pharmacy Hive and Hola providing insights and educating attendees about some of the tech tools on offer.

In his opening address, Medadvisor CEO Wayne Marinoff (**pictured**) observed simply that better care happens when people stay connected.

"Pharmacy doesn't operate in isolation, and nor does technology," Marinoff said.

"We are part of a broader ecosystem, and the more connected the ecosystem becomes, the greater value we provide in delivering better health outcomes for our patients."

Marinoff highlighted that while technology can strengthen care, it should not replace it.

"Technology should take the complexity out of the day, and



in doing so, give pharmacists and pharmacy teams more time to spend with their patients, to help every interaction deliver greater care.

"Technology should make health care simpler, more connected, and more accessible.

"It should remove friction, create efficiencies, and most importantly, free up time."

Among the speakers were Nick Biggs from NostraData, who provided insights on pharmacy loyalty; Simon Carroll from Pharmacy Hive on QSPP and what is changing in pharmacy standards; Jono O'Sullivan Scott on Heidi and utilising AI scribe; and Anthony Molloy of Hola and how pharmacies can use telehealth to give patients convenient access to doctors and other healthcare services.

Medadvisor intends to run the event annually. **KB**

Doctors push back on MHT resupply

THE Royal Australian College of GPs (RACGP) has called for better access to ongoing menopause care, "not just another way to obtain medication", following the Victorian Government's expansion of Chemist Care Now, allowing eligible women to obtain a one-month resupply of menopausal hormone therapy (MHT) from participating pharmacies (**PD** 08 Oct).

The doctors' body is calling on the next Victorian government to strengthen access to affordable general practice care and pause any further expansion of Chemist Care Now until a comprehensive, independent review has examined its impact on patient safety, health outcomes and

continuity of care.

RACGP Victoria chair Dr Anita Munoz said that while improving access to medicines was important, managing menopause involves "much more than issuing prescriptions" and additional prescribing pathways risked fragmenting care if not properly integrated.

"Women should be able to continue their treatment if they run out of medication and can't get an appointment with their GP straight away," she said.

"Existing emergency supply arrangements already help patients in these situations.

"Any additional pathway should offer a clear benefit and support their ongoing care."

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Surcharge hits tax payments

THE Council of Small Business Organisations Australia (COSBOA) has raised concerns about the impact of the Australian Taxation Office's (ATO) decision to stop accepting credit card payments after 30 Nov, and has urged the government agency to implement new payment options as soon as possible.

The decision came about because the ATO - like other businesses and organisations - is no longer able to apply surcharges to credit card payments.

However, while a retailer or service provider can simply increase prices to cover the surcharge, the ATO cannot just charge people more tax.

COSBOA CEO Skye Cappuccio said that while relatively few small businesses are expected to be impacted, the change could create an additional cashflow challenge for those affected.

"This change comes at a pressured time for small businesses, with many already managing high costs, tight margins and competing financial obligations," Cappuccio said.

"We understand the ATO's decision, but it must take a practical and flexible approach as the change is implemented, particularly for small businesses using credit cards to meet payment plan obligations.

"Businesses acting in good faith should be given reasonable flexibility to transition to another payment method without unnecessary disruption or penalties."

Cappuccio said the change also reinforced the need to make it as simple as possible for small businesses to manage their tax obligations, and the ATO should move as quickly as possible to implement new payment options.



Dispensary Corner

KOREAN skincare and 'glass skin' routines are one of the hottest beauty trends of the moment, with social media content captivating millions of followers.

However, new research presented at the recent European Academy of Dermatology and Venereology Congress in Vienna suggests the information is often inaccurate and lacks basic safety guidance.

Brazilian researchers evaluated 38 popular Korean skincare and glass skin TikTok videos in May 2026, and found that 95% contained at least one potentially misleading claim.

Furthermore, 84% did not account for differences in skin type, 45% promoted excessive combinations of active ingredients without appropriate safety guidance, and 32% promised immediate results.

The researchers highlighted that basic safety information was uncommon, with only one of the 38 videos mentioning the risk of irritation, two addressing sun protection, and none mentioning contact dermatitis risk.

Unsurprisingly, none of the content was created by physicians, and was mostly drummed up by influencers and beauty brands.

Lead author Dr Maria Lucia Paysano warned that following the routines could contribute to irritation, over-exfoliation, acne flares, or disruption of the skin barrier, particularly when several active ingredients were used simultaneously.

PRODUCT SPOTLIGHT

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

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1. West R, et al. N Engl J Med. 2011;365(13):1193-1200. 2. Walker N, et al. N Engl J Med. 2014;371(25):2353-2362.