

Today's issue of PD

Pharmacy Daily today features three 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 four** for more.

Win your way to APP2027

THE Pharmacy Guild of Australia is giving pharmacy professionals and students the chance to win a trip to the APP2027 conference on the Gold Coast from 18-20 Mar.

Each prize includes registration, flights and three nights' accommodation.

Entries close 15 Dec 2026 - learn more **HERE**.

Pharmacist accessibility and value highly rated

AUSTRALIANS continue to place strong trust and value in their healthcare practitioners, while expectations of the broader patient experience continue to evolve, according to the latest NAB Health Insights report.

Two-thirds (66%) of the 1,000 people surveyed said they visited a pharmacy within the last year, up from 63% the previous year.

Pharmacists scored highest of all health professions in terms of accessibility, scoring 8.8 out of 10, while GPs scored 7.4.

Respondents also rated pharmacists highly on value for money (8 out of 10), where care that feels predictable, accessible, useful and clearly explained, contribute to the perception of value, alongside price.

Patients also honed in on the importance of communication quality, which the report noted is now a core clinical and commercial capability.

"Active listening, plain language,

teach back, written instructions, room for questions and clear next steps can improve confidence, adherence and trust," the report stated.

"Patient comments reinforce the same message: people want practitioners to look at them rather than the screen, explain conditions in plain English, check understanding and provide written summaries they can refer to later.

"A technically competent consultation can still disappoint if patients leave confused, rushed or unsure what to do next."

NAB head of behavioural and industry economics Dean Pearson said the findings highlighted the importance of understanding the patient experience beyond the consultation itself.

"The Australians surveyed continue to report strong levels of satisfaction with the care they receive, which is one of the most encouraging findings in this year's research," Pearson said.



"What is changing is the importance patients place on the experience surrounding that care.

"From making appointments and understanding costs through to clear communication and knowing what happens next, these factors increasingly influence how people engage with healthcare."

For pharmacists, this could mean helping patients understand what to do next, how to use treatments, what to watch for and when further care may be needed.

Building on pharmacy's existing strengths in convenience, clarity and everyday accessibility can help support a positive and connected patient experience, the NAB team noted.

Access the report **HERE**.

GO FURTHER. GO PROTECTED.¹

Don't risk your travel plans.
Vaccines and preventative medicines may
be recommended for where you're going.²
Talk to your healthcare provider.

If you are exploring the vast lands of Australia or venturing across the seas, you might also come across some diseases that can put a stop to your travel plans. So, to help prevent travel diseases while you are away, speak with your healthcare provider to see if there are any vaccines that you might need before you go.^{1,3}



1. Australian Centre for Disease Control. Australian immunisation handbook. Vaccination for international travellers. Available at <https://immunisationhandbook.health.gov.au/contents/vaccination-for-special-risk-groups/vaccination-for-international-travellers>. Accessed July 2026. 2. CDC. Travelers' health. Before you travel. Available at <https://wwwnc.cdc.gov/travel/page/before-travel>. Accessed October 2026. 3. Australian Centre for Disease Control. Australian immunisation handbook. Available at <https://immunisationhandbook.health.gov.au>. Accessed July 2026. sanofi-aventis australia pty ltd trading as Sanofi. All rights reserved. ABN 31 008 558 807. Sydney, Australia. www.sanofi.com.au. MAT-AU-2601898. Date of preparation: October 2026.

CWH celebrates Italian culture

CHEMIST Warehouse (CWH) will bring health, beauty and wellness to the Melbourne Italian Festa & Expo this weekend, joining the celebration of Italian-Australian culture with brand activations, exclusive giveaways and must-have essentials for festival goers to discover throughout the weekend.

Taking place at the Royal Exhibition Building and surrounding grounds, the two-day event features Italian food, wine, live music, shopping, entertainment and culture.

CWH supplier brands will also join the experience, including CeraVe skincare, Messi fragrance, My Organics and Pantene haircare brands, and vitamin brand Voost.

Meanwhile, the Verrocchi family, one of the founding families behind CWH, has taken on naming rights sponsorship of the main stage, celebrating their Italian heritage and longstanding connection to Melbourne's Italian-Australian community.

"The main stage is the heart of the Festa, bringing people together through music, entertainment and shared experiences," Marcello Verrocchi, CWH chief media officer, said.

"Having the Verrocchi name associated with this celebration is incredibly meaningful to our family."

Qld recognises excellence

THE Pharmacy Guild of Australia Queensland Branch has celebrated outstanding community pharmacy professionals in an awards ceremony on Wed night at the Pharmacy Guild's annual Parliamentary Reception at Queensland Parliament House.

The event brought together community pharmacy professionals and Members of Parliament, including Premier David Crisafulli, the Minister for Health and Ambulance Services Tim Nicholls, and Leader of the Opposition Steven Miles.

The awards recognise individuals and pharmacies delivering exceptional patient care, strengthening their communities and helping shape the future of primary care, with the state winners going to the National Final at Australasian Pharmacy Professional Conference 2027 (APP2027).

Queensland's winners are:

- Community Pharmacy of the Year: TerryWhite Chemmart Arana Hills
- Community Pharmacist of the Year: Sean Fitzpatrick, Complete Care Pharmacy Landsborough (pictured)
- Community Pharmacy Assistant of the Year: Nicole Temple, LiveLife Pharmacy Whitsunday
- Community Pharmacy Intern of the Year: Sebastian Harper, Mount Isa Pharmacy First
- Student Pharmacist of the Year: Shelby Craik, The University of Queensland.

Guild Queensland Branch President Chris Owen said the winners demonstrated the



extraordinary breadth of care now being delivered through community pharmacy.

"Queenslanders turn to their community pharmacy for accessible, trusted healthcare every day, and these winners represent the very best of that care," Owen said.

"They are expanding access to clinical services, strengthening preventive healthcare, embracing innovation and supporting patients through some of the most challenging moments of their lives."

Owen also presented the prestigious President's award to Kathy Milligan, senior manager, people and operations for the Guild's Queensland Branch.

TGA seeks feedback on B6

THE Therapeutic Goods Administration (TGA) has opened a public consultation on its proposal to strengthen the labelling of products containing vitamin B6.

This includes stronger warning statements around the potential risks of nerve damage from excessive vitamin B6 intake, and clearer labelling that indicates the presence and amount of vitamin B6 in these products.

The consultation forms part of the TGA's efforts to help people reduce excessive vitamin B6 intake and thereby minimise the potential risk of harm.

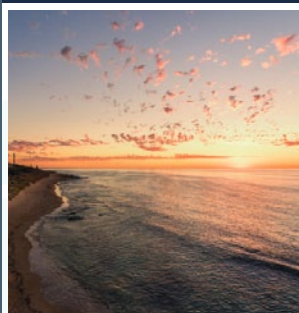
From 01 Jun 2027, vitamin B6 preparations that contain 50-200mg per recommended daily dose of pyridoxine (vitamin B6) will be scheduled as 'pharmacist only medicines'.

The consultation closes 25 Nov - learn more [HERE](#).



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Dispensary Corner

RESEARCHERS have discovered a potential new Blue Zone - longevity hotspots where a large number of people live to over 100 - in a previously overlooked location in Sardinia.

The Italian island already has one Blue Zone, Ogliastra, which like most other Blue Zones around the world is on the coast, while the new discovery, Bolotana, is a small village in the centre of the island.

Of the 2,262 people living there, ten were at least 100 years old - a concentration of centenarians about 10 times the Sardinian average, which is already pretty high.

Women did particularly well, and globally were second only to Hong Kong for life expectancy after 70 and survival to 100.

The data shows that on average, women who reach age 70 live to be about 91, while roughly one in seven women who reach age 70 live to be 100.

The Italian and US researchers pointed to a few possible reasons for a longer life, including genetic background, dietary patterns, physical activity, family support, faith, social cohesion, continuity of residence and access to care.

The town itself has no fast food outlets, and its residents eat a 90% plant-based diet rich in beans, pasta and garden-grown food, while olives and olive oil, and modest consumption of wine also feature.

Longer observation is needed before confirming the town's Blue Zone status, the researchers said.

PRODUCT SPOTLIGHT

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

New everyday skincare, made simple

Dermal Therapy's Daily Face range combines two everyday essentials to cleanse, hydrate and protect.

The soap-free, SLS-free Daily Face Cleanser gently cleanses without stripping the skin, while allantoin and colloidal oatmeal help soothe sensitive or easily irritated skin.

Follow with Daily Face Cream SPF 50, a lightweight moisturiser that provides broad-spectrum sun protection and hydration.

Suitable for all skin types, the range offers a simple, effective daily skincare routine that's easy for pharmacy teams to recommend.

Dermal Therapy Daily Face Cleanser RRP: \$19.99

Dermal Therapy Daily Face Cream SPF50 RRP: \$21.99

Stockist: Contact 1300 555 597

Website: [CLICK HERE](#) for more information.



Mag-Sup powder - a better way to absorb magnesium

Mag-Sup powder is a high absorption magnesium supplement for use in magnesium deficiencies. It contains magnesium aspartate which has increased bioavailability compared to other forms of magnesium. Magnesium aspartate has better oral absorption than magnesium citrate, magnesium glycinate, magnesium chloride and magnesium oxide.

- High dose, once a day
- Rapidly absorbed
- Natural forest berry flavour
- Up to 300mg elemental magnesium per day
- Contains no artificial preservatives, colours or flavours

Available in 200g packs equivalent to 40 doses.

Supplier: Available from Symbion, Sigma, API & CH2.

Contact your Clear Sales representative on 1800 640 043 for special deals.

RRP: \$21.57

Website: [CLICK HERE](#) for more information.



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DOSING**



**CLINICALLY
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Cyventine™

Ask your pharmacist about this product.

Always read the label and follow the directions for use.

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.