

**DENTIST ON CALL!**



# Senzzzzzz Away®

One treatment of clinically-proven Senzzzzz Away® eliminates tooth sensitivity for up to six months.

- Instant relief from sensitivity to cold, sweets, and heat
- FDA cleared / Developed and recommended by dentists
- Offer your customers a totally new and unique way to eliminate tooth sensitivity



UPC 010705400456



UPC 010705000281

Proxi-Plus® is the only disposable interdental brush with a bonus flosser on the other end.

- Remove food from between teeth, clean plaque, and stimulate gums, promoting overall dental health with one convenient, sanitary, easy-to-use, disposable instrument



UPC 010705400968

D.O.C.® Reline-It® makes loose dentures fit like new, and provides the stability not offered by thick layers of denture adhesive.

- Snug and secure
- Easy to apply



UPC 010705400852

Dentemp® O.S. is the #1 selling dental cement for the repair of loose caps and lost fillings.

- Clinically proven
- Provides instant pain relief



UPC 010705400913

D.O.C.® Repair-It® Kit contains everything needed to fix breaks, mend cracks, and replace loose teeth in minutes.

- Three repairs
- Easy to use

**THESE FINE DENTAL AND DENTURE PRODUCTS ARE AVAILABLE FOR ORDER BY CONTACTING YOUR WHOLESALER**

WELCOME TO

## IN.d PRODUCT InSight



Your peek into hot categories, innovative products, UPC changes, and more.



### ✓ FEATURED IN THIS ISSUE:

Package and UPC changes from Hylands.

Oral Care category insights and products from CCA Industries, Majestic Drug, Prestige Brands, and Regent Laboratories.

Women's Health category insights and products from MSD Consumer Care.



## UPC and Package Changes

**NEW**

Your patients' favorite homeopathic remedies brand has unveiled new packaging and new UPCs for nine of its most popular products.



Old description	Old UPC	New Description	New UPC
Sniffles 'n Sneezes 4 Kids	354973751910	Sniffles 'n Sneezes 4 Kids	354973316010
Allergy Relief 4 Kids	354973308312	Allergy Relief 4 Kids	354973316317
Complete Flu Care 4 Kids	354973301610	Complete Flu Care 4 Kids	354973316416
Calms Forte 4 Kids	354973751835	Calm 'n Restful 4 Kids	354973316119
Nerve Tonic	354973112988	Nerve Tonic	354973315518
Baby Tiny Cold Tablets	354973750524	Baby Tiny Cold Tablets	354973315815
Leg Cramps	354973295681	Leg Cramps Tablets	354973311428
Calms Forte	354973112186	Calms Forte	354973311312
Restful Legs	354973296619	Restful Legs	354973316218

Contact your wholesaler to place your order.

## IN.d CATEGORY insights ✓

The average household spends  
**\$36.93**  
per year on Oral Care items.

Source: Nielsen Homescan Panel

Add-on products can supplement your shoppers' oral care routines and your bottom line.

**92%**  
of households buy Oral Care products.

Source: Nielsen Homescan Panel

Highly consumable Oral Care products such as toothpaste, are used every day by nearly every shopper in every age group. Therefore, repeat purchase potential is very strong.

Oral Health  
**TAKEAWAY**

Consider a frequent buyer club or punch card specifically designed around oral care products to ensure that inevitable repeat purchases happen in your store and not down the street.



# Efferdent

ANTI-BACTERIAL DENTURE CLEANSER

## Reinventing Denture Cleansing

Introduce your patients to Efferdent Cleansers. They are specially formulated to kill the odor-causing bacteria on full plate dentures, partials, retainers, and other dental appliances, leaving your patients with a clean, fresh mouth.

### Efferdent Tablets

- Takes care of tough stains and cleans hard to reach places between teeth
- Fights plaque build-up and kills odor-causing bacteria
- The only soaking denture cleanser accepted by the American Dental Association



### Efferdent Power Clean Crystals™

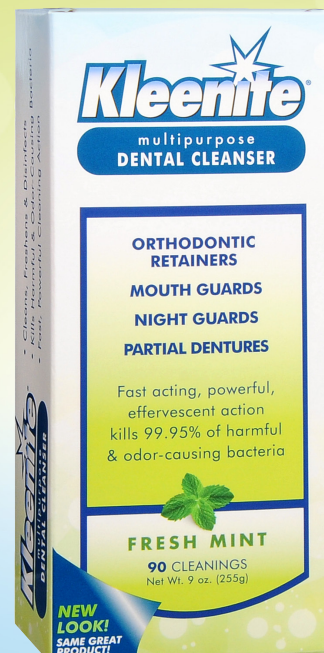
- Kills 10 times more odor-causing bacteria than the leading denture tablet brand
- Cleans in just three minutes
- Great for retainers, mouth guards, and removable braces\*

UPC	Description
814832010010	EFFERDENT TAB 40
814832010027	EFFERDENT TAB 90
814832010034	EFFERDENT TAB 120
814832010041	EFFERDENT PLUS TAB 36 MINT
814832010058	EFFERDENT PLUS TAB 78 MINT
814832010065	EFFERDENT PLUS TAB 108 MINT
814832010218	EFFERDENT PM TAB 78
814832012717	EFFERDENT P/C CRSTL 24 I/MINT
814832012762	EFFERDENT P/C CRSTL 48 I/MINT

www.efferdent.com • 1-877-925-5374

Place your order with your wholesaler today!

\*Metal appliances should not be soaked for longer than 3 minutes. Dentures can be soaked overnight.



## Multi-Purpose Dental Cleanser

Recommend Kleenite®, the #1 choice of orthodontists for retainer and mouthguard care. With a fresh mint taste and a lower cost per cleaning than other dental appliance cleaning tablets, your customers will thank you for introducing them to Kleenite!

- Kills germs that cause bad breath
- Safe for all types of orthodontic appliances, even invisalign-type aligners
- Fast effervescent action leaves appliances fresh, safe, and clean

Contact your wholesaler to order Kleenite today.

Regent Labs, Inc  
700 Hillsboro Blvd, Bldg. 2-206  
Deerfield Beach, FL 33441  
www.regentlabs.com



UPC 083272008493

# Plus White 5 Minute

PREMIER WHITENING SYSTEM



Consumers will love the Plus White 5 Minute Premier Whitening System.

- ▶ An enamel-friendly system with the oxygenating action of hydrogen peroxide
- ▶ Systematically whitens teeth and helps delay stains from re-appearing
- ▶ Supported by national TV, print and social media campaigns
- ▶ Various display options available
- ▶ Guaranteed sale - CCA Industries stands behind their product and will refund your investment if the product does not sell

For more information or to place an order, please call 800-524-2720 ext. 191 or email jamari@ccaindustries.com

UPC 018515076168

CCA Industries, Inc. • 200 Murray Hill Parkway, East Rutherford, NJ 07073 • 1-800-451-5773 • www.pluswhite.com

## IN.d CATEGORY insights

**17%** of adult women suffer from overactive bladder.

Source: medscape.com

Cater to your most valuable shoppers – women – by carving out a robust area for products that meet their needs far beyond feminine protection.

Women have a whole host of unique health concerns, including overactive bladder, vaginal dryness, and yeast infections.

**75%** of adult women experience a yeast infection in their life.

Source: drugstorenews.com

Women's Health TAKEAWAY

Include a healthy mix of "treatment-focused" and "prevention-centered" solutions to engage female shoppers interested in both quick fixes and preventive self-care.



## An Rx-to-OTC Switch with Strong Profit Potential



UPC 04110080982



UPC 04110080984

For the first time, your female patients have the ability to control overactive bladder with an over-the-counter (OTC) product – Oxytrol® For Women. Over 20 million women experience overactive bladder, yet 15 million currently suffer without a prescription, so the retail sales opportunity for OTC Oxytrol® For Women is very strong at \$145 million.

This exciting Rx-to-OTC switch is backed by a comprehensive communications campaign which includes public relations, professional detailing, advertising, online initiatives, POP materials, and consumer education all leading consumers to pick up Oxytrol® For Women in your Feminine Needs aisle.

- An easy-to-wear, discreet four-day patch that contains the leading prescription medication
- Helps relax the bladder muscle which helps reduce urgency, frequency, and accidents associated with overactive bladder
- Available in a 16-day and 32-day supply

Be sure your patients can find Oxytrol® For Women in your pharmacy. Order from your wholesaler today.

MSD Consumer Care, Inc. • www.OxytrolForWomen.com

OXYTROL® is a registered trademark of Actavis, Inc.