

# \$ Front-end Gross Margin

**23%**

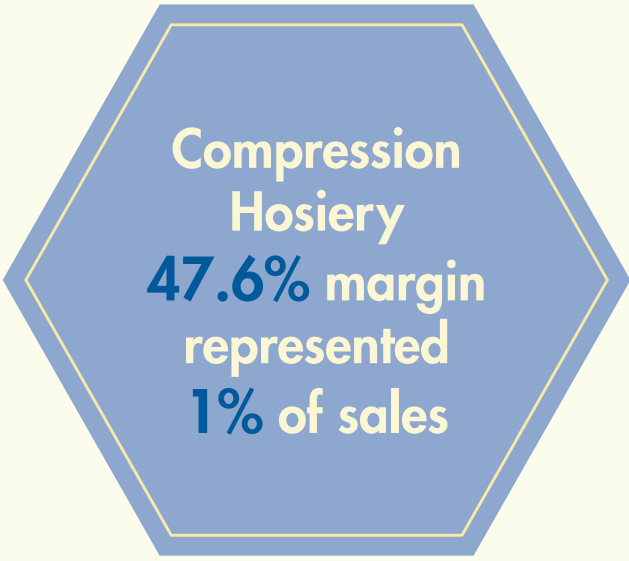
**Total store average gross margin**  
source: 2012 NCPA Digest

**38%**

**Independent pharmacy front-end's average gross margin**

## the FRONT-END MATTERS

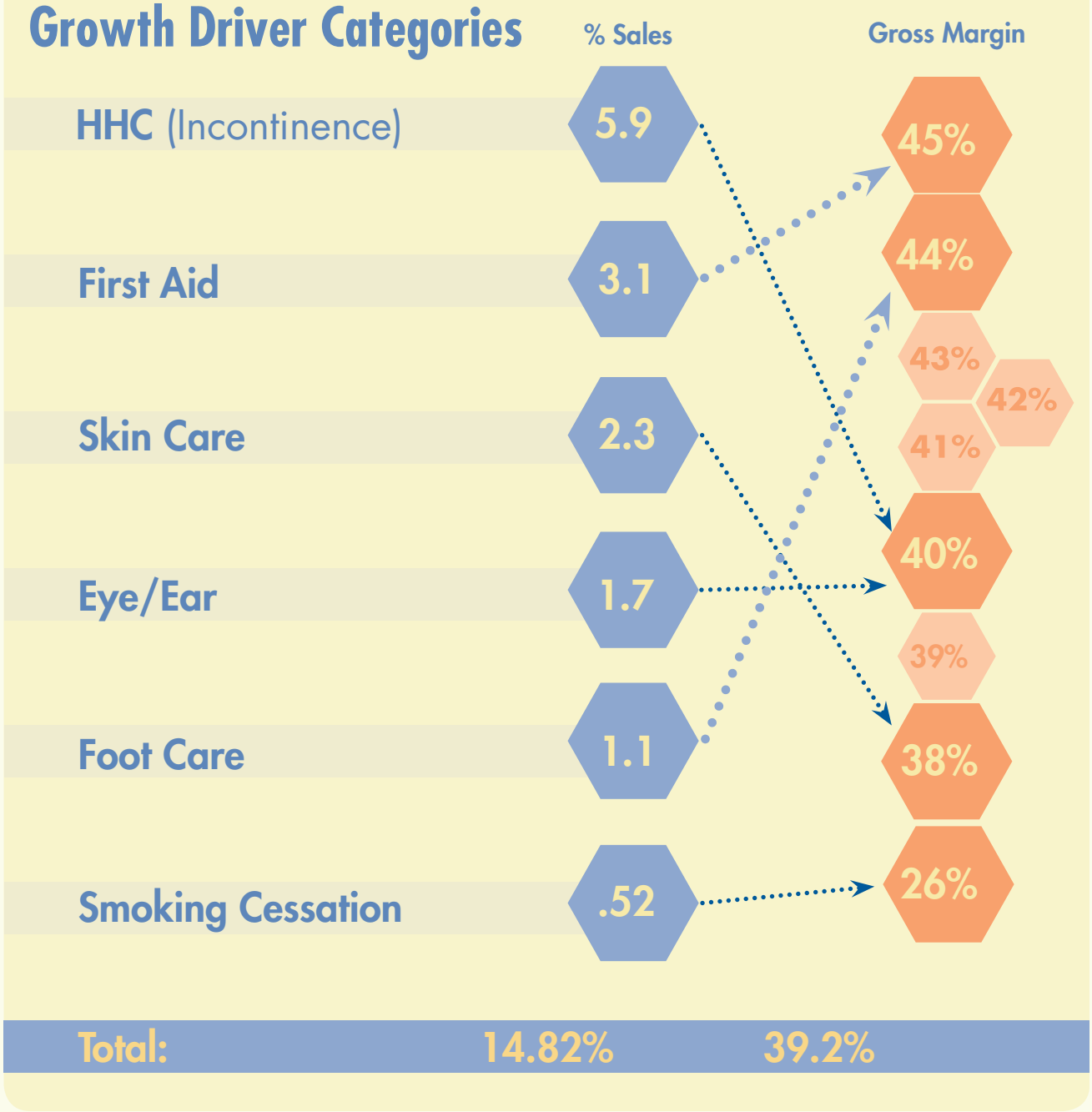
### Highest Category



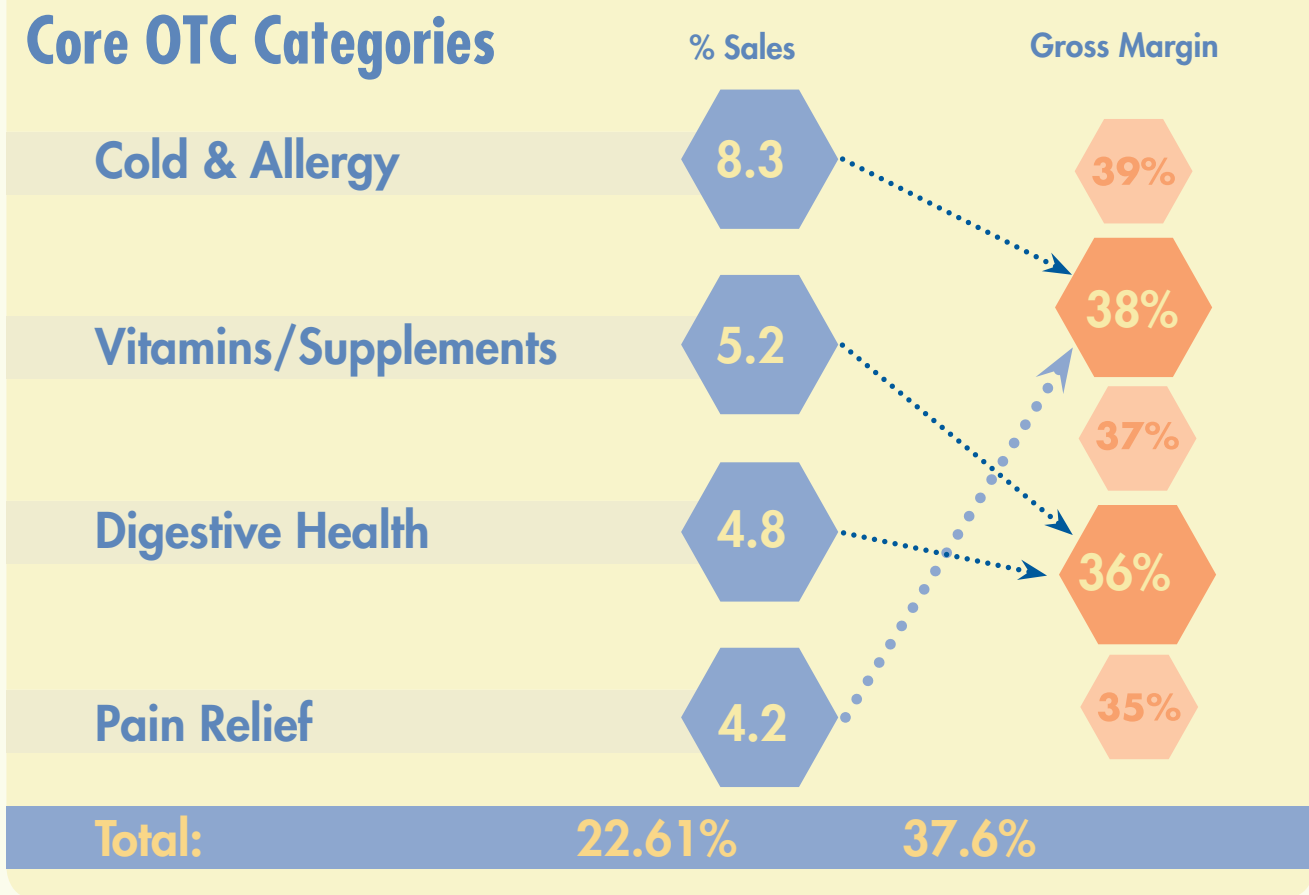
### Lowest Category



### Growth Driver Categories



### Core OTC Categories



### Personal Care Categories

