



FOCUS ON GROWTH

CATEGORIES DRIVING GROWTH AT INDEPENDENT PHARMACIES

Of the 23 HBW categories, **the top 11 provide more than 85% of the dollar sales**

Even when excluding Diabetes Care, **the remaining 10 categories outsell the bottom 11 by a ratio of 4:1**

Over the last **5** years, **5** categories show strong **5** year trends:



Oral Care



Skin Care



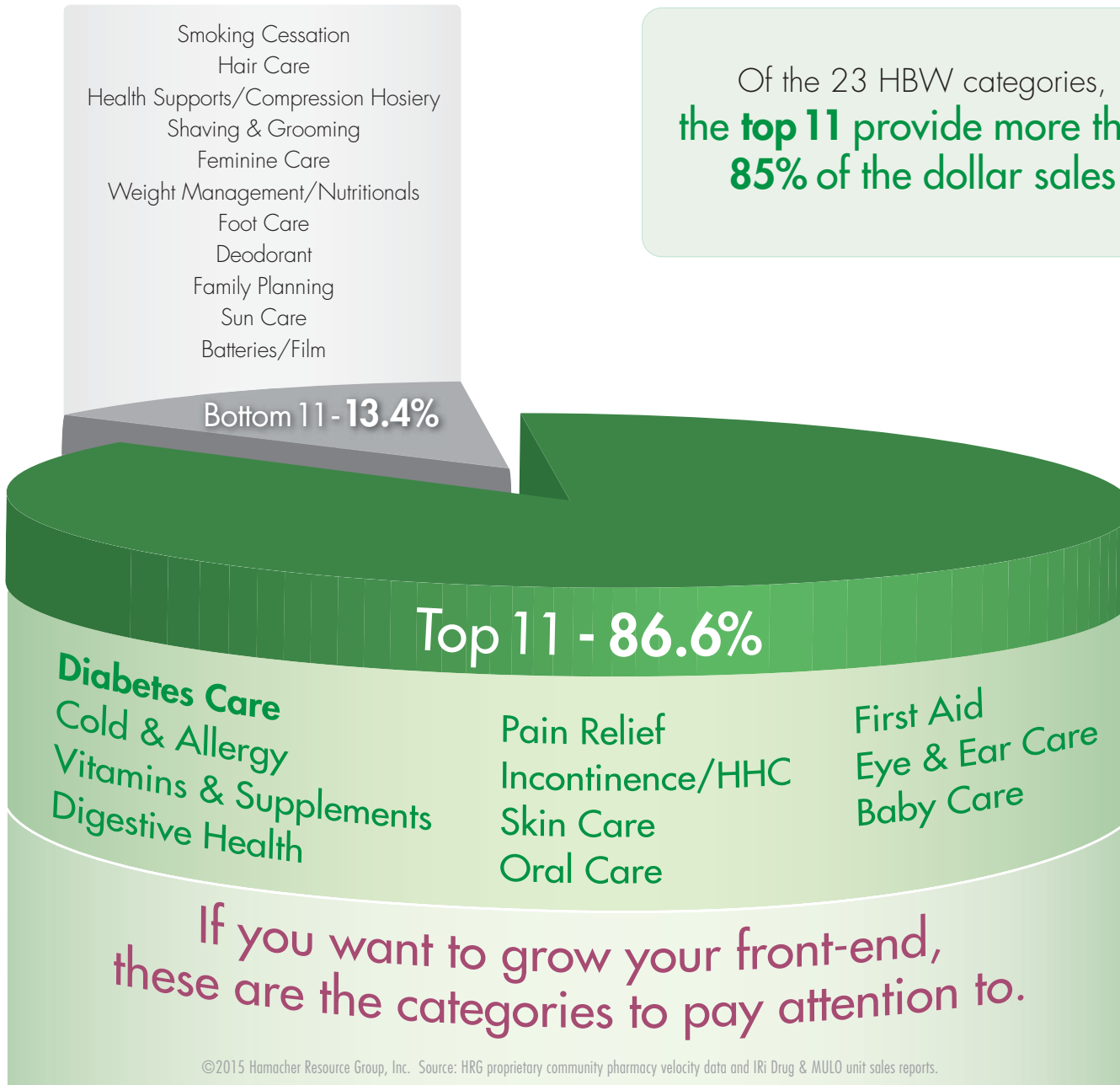
Diabetes Care



Cold & Allergy



Baby Care



If you want to grow your front-end, these are the categories to pay attention to.