

The Right Stuff

In a crowded market, the Emerging Brands Report found 50 new products that stood out














Retailers always are on the lookout for new products that stand above the rest.

Last year, the New Item Review Team at Waukesha, Wis.-based Hamacher Resource Group evaluated 2,485 products to determine whether they had the

stuff to be a cut above. The team rated the products based on a weighted review of promotional support, product innovation, its importance to community pharmacy and earning potential, as well as category. The outcome: a list of 50 new products poised to be top performers in their categories.

HRG's Future 50 Emerging Brands from 2017 include products that run the gamut from OTC to beauty, from eyedrops to hemorrhoid cream, all of which have set themselves apart from the pack based on sales indicators and community pharmacy distribution. [dsn](#)

DSN FUTURE 50: TOP 2017 NEW ITEM LAUNCHES, POWERED BY HAMACHER RESOURCE GROUP*

RANK	DESCRIPTION	BRAND	CATEGORY	SUBCATEGORY	LAUNCH DATE
1	Tylenol Extra Strength Rapid Release Gelcaps (24 and 100 count)	 Johnson & Johnson	Pain relief	Internal pain relief	January
2	Xyzal Allergy 24 HR Tablets (10 and 35 count)	 Sanofi	Cold and allergy	Allergy	March
3	Flonase Sensimist Allergy Relief Spray (60 and 120 sprays)	 GSK Consumer Healthcare	Cold and allergy	Allergy	February
4	Accu-Chek Guide Test Strips	 Roche Diagnostics	Diabetes	Blood glucose testing	March
5	Aspercreme with 4% Lidocaine Odor Free Pain Relieving Liquid 2.5 oz.	 Sanofi	Pain relief	External pain relief	February
6	Xyzal Children's Allergy 24HR Oral Solution Tutti Frutti 5 oz.	 Sanofi	Cold and allergy	Children's cold and allergy	March
7	Advil Liqui-Gels Capsules (20 and 80 count)	 Pfizer	Pain relief	Internal pain relief	July
8	Mederma AG Face Cream (2 oz. and 6 oz.)	 Merz	Skin care	Facial moisturizers and treatments	January
9	Icy Hot Lidocaine Patches Plus Menthol Max Strength 5 count	 Sanofi	Pain relief	External pain relief	February
10	Band-Aid Skin-Flex Bandages 20 count (assorted sizes and all one size)	 Johnson & Johnson	First aid	First aid dressings	February
11	Tums Extra Strength 750 Antacid Chewy Bites Assorted Berries (32 and 60 count)	 GSK Consumer Healthcare	Digestive health	Stomach and nausea remedies	April
12	Motrin IB Ibuprofen Coated Caplets 24 count	 Johnson & Johnson	Pain relief	Internal pain relief	July
13	Benadryl Allergy Plus Congestion Tablets 24 count	 Johnson & Johnson	Cold and allergy	Allergy	July

Photos provided by HRG

DSN FUTURE 50: TOP 2017 NEW ITEM LAUNCHES, POWERED BY HAMACHER RESOURCE GROUP*

RANK	DESCRIPTION	IMAGE	BRAND	CATEGORY	SUBCATEGORY	LAUNCH DATE
14	Band-Aid Skin-Flex Bandages (Extra Large 7 count and Finger 10 count)		Johnson & Johnson	First aid	First aid dressings	February
15	Parodontax Daily Fluoride Anticavity And Antigingivitis Toothpaste 3.4 oz. (Whitening and Clean Mint)		GSK Consumer Healthcare	Oral care	Toothpaste and treatments	January
16	Tylenol Children's Pain + Fever Chewables Tablets 24 count (bubblegum flavor and grape flavor)		Johnson & Johnson	Pain relief	Children's pain and fever relief	March
17	Sensodyne Toothpaste for Sensitive Teeth Deep Clean 4 oz.		GSK Consumer Healthcare	Oral care	Toothpaste and treatments	January
18	Refresh Optive Mega-3 Lubricant Eye Drops With Flaxseed Oil 30 units		Allergan	Eye and ear care	Eye preparations	July
19	ACT Kids Anticavity Fluoride Toothpaste 4.6 oz. (Bubble Gum Blowout and fruit punch)		Sanofi	Oral care	Children's oral care	January
20	Contour Next One Blood Glucose Monitoring System		Ascensia	Diabetes	Blood glucose testing	March
21	Mederma Advanced Dry Skin Therapy Hand & Body Lotion 6 oz.		Merz	Skin care	Hand and body moisturizers and treatments	January
22	NyQuil HBP Cold and Flu Liquid Cherry Flavor 12 oz.		P&G	Cold and allergy	Cough, cold, flu and sinus	July
23	Crest 3D White Fluoride Anticavity Toothpaste Mild Mint 4.8 oz.		P&G	Oral care	Toothpaste and treatments	January
24	Vicks DayQuil HBP Cold & Flu LiquiCaps 24 count		P&G	Cold and allergy	Cough, cold, flu and sinus	July
25	Preparation H Hemorrhoidal Cream Rapid Relief With Lidocaine 1 oz.		Pfizer	Digestive health	Hemorrhoid preparations	April
26	Nexium 24HR Capsules Clear Minis (42 and 14 count)		Pfizer	Digestive health	Stomach and nausea remedies	April
27	Cepacol Instamax Sore Throat Lozenges Arctic Cherry 16 count		RB	Cold and allergy	Cough drops, sore throat relief	July
28	Halls Kids Cough & Sore Throat Pops 10 count (cherry flavor and strawberry flavor)		Mondelez International	Cold and allergy	Children's cold and allergy	July
29	Hearos Ultimate Softness Ear Plugs 20 pair		DAP World	Eye and ear care	Ear care	August
30	Aquaphor Advanced Therapy Ointment Body Spray 3.7 oz.		Beiersdorf	Skin care	Hand and body moisturizers and treatments	August
31	Robitussin Adult Maximum Strength Severe Cough + Sore Throat Relief (4 oz. and 8 oz.)		Pfizer	Cold and allergy	Cough drops, sore throat relief	July
32	ACT Dry Mouth Spray Soothing Mint 1 oz.		Sanofi	Oral care	Oral remedies	January

Photos provided by HFG

DSN FUTURE 50: TOP 2017 NEW ITEM LAUNCHES, POWERED BY HAMACHER RESOURCE GROUP*

RANK	DESCRIPTION	BRAND	CATEGORY	SUBCATEGORY	LAUNCH DATE
33	O'Keeffe's Skin Repair Body Lotion 7oz.	O'Keeffe's	Skin care	Hand and body moisturizers and treatments	January
34	Culturelle Digestive Health Daily Probiotic Formula Dietary Supplement Vegetarian Capsules 30 count	iHealth	Vitamins and dietary supplements	Specialty supplements	March
35	Crest Disney Frozen Fluoride Anticavity Toothpaste Bubblegum 4.2 oz.	P&G	Oral care	Children's oral care	January
36	Salonpas Lidocaine Plus Pain Relieving Cream 3 oz.	Hisamitsu	Pain relief	External pain relief	September
37	Baby Dove Lotion 13 oz. (Sensitive Moisture Fragrance Free and Rich Moisture)	Unilever	Baby care	Baby health, beauty and wellness	May
38	Gillette Fusion 5 ProGlide Power Razor	P&G	Shaving and grooming	Men's razors and refills	May
39	Johnson & Johnson All Purpose First Aid Kit 140 items	Johnson & Johnson	First aid	First aid kits and supplies	February
40	Mederma Advanced Dry Skin Therapy Body Cleanser 8 oz.	Merz	Skin care	Hand and body cleansing	January
41	Aquaphor Healing Paste Baby 3.5 oz.	Beiersdorf	Baby care	Baby health, beauty and wellness	July
42	CeraVe Baby Healing Ointment 3 oz.	L'Oreal	Baby care	Baby health, beauty and wellness	January
43	Gold Bond Ultimate Pedi Smooth Foot Cream Spa Fresh Scent 3.5 oz.	Sanofi	Foot care	Foot grooming and pain relief	February
44	Cetaphil Gentle Makeup Remover 6 oz.	Galderma Labs	Skin care	Facial cleansers	May
45	Dr. Scholl's Pain Relief Orthotics For Plantar Fasciitis Insoles (men's and women's)	Bayer	Foot care	Shoe insoles and inserts	June
46	LiceFree! Lice Treatment Kit Original	Tec-Labs	First aid	Antiparasitic treatments	January
47	Herbal Essences Bio Renew Hydrate Coconut Milk 13.5 oz. (shampoo and conditioner)	P&G	Hair care	Beauty shampoo, conditioner and treatments	January
48	Head & Shoulders Men Advanced 2in1 Old Spice Swagger 13.5 oz.	P&G	Hair care	Therapeutic shampoo, conditioner and scalp treatment	January
49	Sensodyne ProNamel Strong & Bright Enamel Toothpaste Extra Fresh 3 oz.	GSK Consumer Healthcare	Oral care	Toothpaste and treatments	January
50	Tylenol Children's Pain + Fever Oral Suspension 4 oz. (bubblegum flavor and cherry flavor dye free)	Johnson & Johnson	Pain relief	Children's pain and fever relief	January

* Rankings based on HRG's proprietary star-rating system measuring key criteria, including product innovation, promotional support, category growth, product orientation and earning potential