

IN.depth

INDEPENDENT PHARMACY COMMUNICATIONS

IN.d CATEGORY SPOTLIGHT

CS 

january 2021



innovations & emerging brands



AMERICA'S #1 & #2 BEST-SELLING FACIAL CLEANSERS

The choice for those with sensitive skin.



Order Cetaphil® products from your preferred drug wholesaler. | Cetaphil.com 16 oz. UPC 302993921165 16 oz. UPC 302993927167



Trusted by dermatologists for over 20 years



Cleanse

Conditions as it cleanses

UPC:
4 oz. 302995000042



Treat

Clears acne with the power of Rx

Tube
15g UPC: 302994920303
45g UPC: 302994920457
Pump
15g UPC: 302994910106
45g UPC: 302994910403



Moisturize

Protects skin & absorbs excess oil

UPC:
4 oz. 302994913008

The 1st prescription-strength FDA approved retinoid to clear and prevent breakouts

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Differin® Gel 15g pump



Differin® Gel 45g pump



Cetaphil® Gentle Skin Cleanser 16oz
Differin® Gel 15g tube

MegaRed

98% OF US DON'T GET ENOUGH OMEGA-3s*



THE OMEGA-3s YOUR PATIENTS NEED

4 IN 1 OMEGA-3 GUMMIES

Gummies are a delicious and convenient way to get Omega-3s while supporting 4 key benefits:

- May reduce the risk of coronary heart disease⁺
- Promotes joint comfort⁺
- Supports brain health⁺
- Building block for eye health⁺

020525104359

*98% of people have low Omega-3 levels according to a 2016 study comparing dietary perceptions of Omega-3s in the diet with the Omega 3 Index.

⁺These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



A Full Range of Support from the Joint and Bone Care Experts

Advanced

Supports 5 signs of joint health: mobility, comfort, strength, flexibility & lubrication[^]

Glucosamine + Chondroitin comforts, protects, and lubricates joints[^]

Plus MSM: Comforts and soothes sore joints[^]

Plus Vitamin D3 Promotes bone health and joint movement[^]



020525118738



020525118684



020525118356

ULTRA

Clinically-proven support for joints, bone and cartilage in one small pill[^]

Type II Collagen + Boron + HLA



020525118417

Featured in HRG's TEMPS® Category Manager*

[^]Based on a 180-day clinical study comparing 40mg Type-II Collagen to 1500mg Glucosamine and 1200mg Chondroitin (Lugo et al, Nutrition Journal, 2016)
^{*}These MoveFree® SKUs are featured within Hamacher Resource Group's TEMPS® largest set planogram for the Vitamins & Dietary Supplements category.

⁺These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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www.schiffvitamins.com



Move Free® Advanced Plus MSM 120ct



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Sambucol
BLACK ELDERBERRY

GIVE YOUR CUSTOMERS THE **IMMUNE SUPPORT*** THEY'RE LOOKING FOR.

- ✓ Providing year-round **immune support* & hydration** on the go, with the equivalent of **5.4g of elderberry per packet + 500mg Vitamin C**
- ✓ **Great tasting** berry flavor!
- ✓ Available in **10, 16 and 30 count**

Contact us at 858-997-1156,
Sales@pharmacareus.com



** IRI MULO as of September 6, 2020

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Sambucol® Daily Immune Drink Powder 16ct

Nature's Way

Fortify

CONTAINS THE **DOCTOR PREFERRED** PROBIOTIC STRAIN FOR REGULARITY**

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Fortify 30B Women's Probiotic UPC - 033674102954
Fortify 30B Daily Probiotic UPC - 033674102947
Fortify 30B Age 50+ Probiotic UPC - 033674102930

WWW.FORTIFYPROBIOTICS.COM

**Based on an IQVIA ProVoice Survey of Primary Care Physicians, HOWARU® B. lactis HN019 is the Doctor preferred probiotic strain for Regularity as compared to other strains in leading probiotic brands, 52-week sales MULO, ending 11/03/2019, December 2019.

*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD & DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.



DIGESTIVE BALANCE*



IMMUNE HEALTH*



Colgate®

INTRODUCING **RENEWAL**

NEW!
STARTS SHIPPING
1/15/2021

REVITALIZES GUMS
BY REVERSING EARLY DAMAGE



ENAMEL FORTIFY

035000984982 (3oz gel)

WHITENING RESTORATION

035000984975 (3oz paste)
035000985026 (3oz gel)
035000985316 (3oz gel 2pk)

SENSITIVITY REPAIR

035000984999 (3oz gel)
035000985323 (3oz gel 2pk)

MEETS SHOPPER NEEDS
Patients are taking a more proactive approach to oral care



PROPRIETARY TECHNOLOGY
Stannous Fluoride + Nitrate + Phosphate (SNAP formula)

STRONG MARKET LAUNCH
#1 investment priority for Colgate in 2021



IDEAL SHELF PLACEMENT
Position adjacent to Colgate Optic White Renewal

YOUR SHELVES NEED COLGATE® RENEWAL!
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www.colgate.com

Questions? Please email: colgatedrug@saleytics.com



Colgate® Renewal Whitening Restoration Cool Mint 3oz Gel
Colgate® Renewal Sensitivity Repair Fresh Mint 3oz Gel



Feed their cells,
Fuel their life



300054861757

300054860767

300054862754

#1 Doctor Recommended Multivitamin Brand

Feeding your patient's cells with essential micronutrients is a necessary and critical component to keeping them healthy overall and supporting their immune system. Micronutrients are vitamins and minerals that are vital for cell health and growth. That's why Centrum®, the #1 Doctor Recommended multivitamin brand, works hard to provide them with a wide range of micronutrients that perform hundreds of important roles in their body.

Use as directed.

Centrum.com



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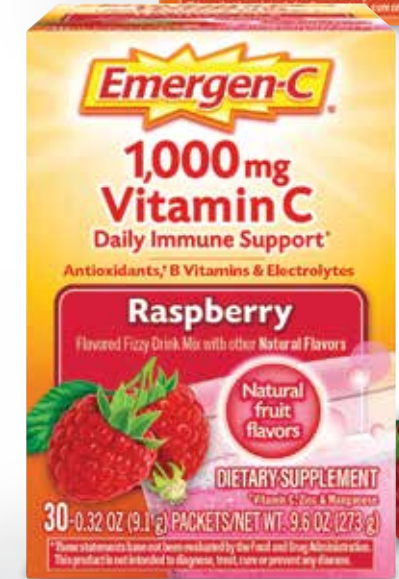
HELP YOUR PATIENTS EMERGE THEIR BEST WITH



DAILY IMMUNE SUPPORT*, Powerful blend of B Vitamins, Electrolytes and more Vitamin C than 10 oranges[^]



076314302031



076314302017



Use as directed.

EmergenC.com

^{*}Based on using the USDA.gov nutrient database value for a large, raw orange.
[^]These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



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LEADING BRANDS FOR YOUR PATIENTS' ORAL CARE NEEDS



053100384808

Parodontax

- Clinically proven to help reduce bleeding gums.
- Healthy gums are vital for strong teeth, and don't usually bleed. If they spit blood when they brush or floss it can be a sign of gingivitis.



048582004566

Biotène

- #1 Dentist Recommended Dry Mouth Brand.
- Clinically proven to soothe and moisturize a dry mouth for fast, long-lasting symptom relief.



310158053088

Polident

- Helps maintain your patients' denture hygiene.
- Kills 99.99% of odor-causing bacteria*.
- Helps remove plaque and remove plaque build-up.⁽¹⁾
- Helps remove stains and prevent stain build-up.⁽¹⁾

*in laboratory tests
⁽¹⁾In-vitro cleaning report, USNPD 048, Dullea C (2011)

Sensodyne

- #1 Dentist Recommended Brand for Sensitive Teeth.
- Contains stannous fluoride that works by creating a barrier over sensitive areas.
- Contains potassium nitrate that works by soothing the nerves inside their teeth.
- Offers 24/7 sensitivity protection when they brush with Sensodyne twice a day, every day.



310158887652

Pronamel

- #1 Dentist Recommended Brand for Strengthening and Protecting Enamel.
- Optimized-fluoride formulation strengthens acid weakened enamel to protect teeth against the effects of acid erosion.
- Helps acid weakened enamel and is specially designed for people who are at risk of acid erosion.



310158887638

Use as directed.

Parodontax.com Biotene.com Polident.com Sensodyne.com Pronamel.us



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Place an order with your wholesaler today.



Sensodyne Toothpaste 3.4oz



2 IN 1 DUAL ACTION
Bone Strength & Flexibility*
Includes Magnesium & Zinc

As your patients
age, their bodies
steal calcium
from their bones

Caltrate® Helps Slow the Rate of Bone Loss^{^*}

Use as directed.

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Caltrate.com



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UPC 323900041509

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to patients for fast, drug-free relief



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Vicks® Sinex™ Saline Nasal Spray 5oz

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ROHTO[®]
COOLING EYE DROPS

THE DIFFERENCE YOU CAN SEE AND FEEL

Soothes, brightens, and hydrates for clear, white eyes.

Jumping from screen to screen shouldn't be a strain.

NEW!



UPC 310742010916

- Maximum strength redness relief with dual lubrication for added hydration
- BAK free formula
- Soothes up to 8 hours

NEW LOOK COMING SOON!



UPC 310742010602

- Soothes redness and dryness due to symptoms of digital eye strain
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- Soothes up to 8 hours

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Aquaphor[®] AN ESSENTIAL SOLUTION
HEALING OINTMENT FOR DRY, CRACKED SKIN

AQUAPHOR HEALING OINTMENT[®] IS THE #1 DERMATOLOGIST RECOMMENDED PRODUCT FOR 6 SKIN CONDITIONS¹

- Dry, Cracked Lips
- Dry, Cracked Skin
- Post-Cosmetic Surgery
- Dry, Cracked Cuticles
- Dry Feet and Heels
- Minor Wound Care



14 oz: 0-72140-63608-1
7 oz: 0-72140-01945-7

VISIBLE IMPROVEMENT IN DRY, CRACKED SKIN IN 1 WEEK²

Baseline



Week 1



Subject Reported:
89%
improved skin
after 1 week²

ORDER FROM YOUR WHOLESALER AQUAPHORUS.COM

Eucerin[®]

NORMAL TO DRY

16.9 oz. 0-72140-01208-3

VERY DRY, FLAKY

16 oz. 0-72140-02049-1
16.9 oz. 0-72140-63482-7

DULL, ASHY

16.9 oz. 0-72140-11016-1

DERMATOLOGIST RECOMMENDED BRAND

Clinically Proven For Many Prevalent Skin Indications

DAILY HYDRATION
Moisturizes and helps protect dry skin with broad spectrum SPF 15 sunscreen

ADVANCED REPAIR
Moisturizes dry skin for 48 hours

INTENSIVE REPAIR
Relieves flaky, ashy skin

ROUGH & BUMPY

16 oz. 0-72140-02564-9
16.9 oz. 0-72140-02461-1

DRY, ITCHY

8 oz. 0-72140-63378-3

EXTREMELY DRY, CRACKED

16 oz. 0-72140-00021-9
16.9 oz. 0-72140-11020-8

ECZEMA

8 oz. 0-72140-01187-1

ROUGHNESS RELIEF
Smooths rough & bumpy skin

SKIN CALMING
Comforts dry, itchy skin

ORIGINAL HEALING
Soothes extremely dry, compromised skin

ECZEMA RELIEF
Reduces incidence of Eczema flares
SKIN PROTECTANT

Order from your wholesaler EUCERINUS.COM
Questions? 1-800-233-2340

1. Based on ProVoice Survey, May 1, 2018 to April 30, 2019.
2. Data on File. Beiersdorf Inc.



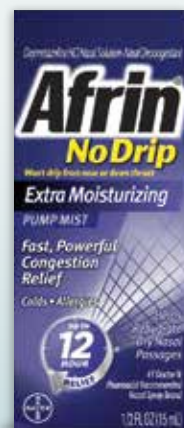
Aquaphor[®] Healing Ointment Advanced Therapy 14oz Jar
Eucerin[®] Original Healing Lotion 16.9oz
Eucerin[®] Original Healing Cream 16oz
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WINNING BRANDS FOR YOUR COLD & ALLERGY AISLE

#1 Doctor & Pharmacist Recommended Nasal Spray Brand*



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Day 12ct/Night 4ct
016500576839

Day 16ct
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Night 16ct
016500576815



Day 12ct/Night 4ct
016500583462

25% Smaller than Original Liquid Gel*

- ✓ Works for up to 12 hours
- ✓ Relieves nasal congestion instantly
- ✓ Won't drip down nose or throat

- ✓ Fights cough, cold, and flu symptoms
- ✓ Concentrated formula provides powerful, fast relief
- ✓ Day and night versions available

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+Data on file



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Afrin[®] No Drip Severe Congestion 15ml

january 2021



A Very Starry 2020



Despite a year of uncertainty due to COVID-19, manufacturers still launched some incredible new items – HRG category analysts assigned a coveted new item star rating to 6% of them.

Star Ratings Defined

Star Ratings Criteria

★★★★
Recommended for every department size, and suggested for immediate cut-in.

★★★
Recommended for inclusion in all large and medium department sizes.

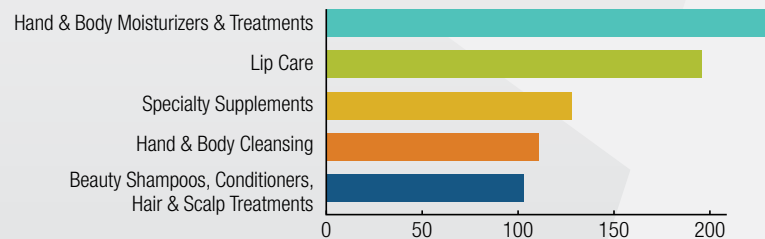
★
Recommended for inclusion in the largest departments.

- ✓ Drugstore Suitability
- ✓ Earning Potential
- ✓ Product Innovation
- ✓ Promotional Support
- ✓ Category Growth

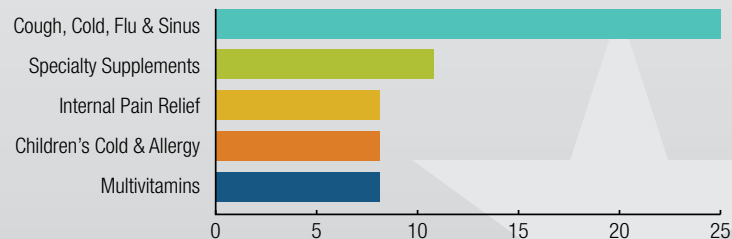
Year-over-Year Comparison

	2019	2020
New Items Reviewed	3,139	2,578
★ 1-Star Items	211	130
★★ 2-Star Items	22	21
★★★ 3-Star Items	4	4

Top 5 Subcategories for New Item Launches



Top 5 Subcategories for Items with Star Ratings



Is your pharmacy stocking these 3-star items yet?

Description	GTIN
Advil® Dual Action Tabs 36ct	00305730147361
Voltaren® Arthritis Pain Topical Gel 100GM	00300671201769
Pataday® Once Daily Relief Allergy Drops 2.5ml	00300658150011
Systane® Hydration PF Dry Eye Relief 30 Vials	00300651437041

Learn more about the unbiased HRG new item review process: hamacher.com/NIR



timely topic

did you know?

COVID-19 TESTING 101



Testing for COVID-19 is an important service for your patients that provides an additional revenue stream for your store, but you may have questions.

Q. Do I have the authority to test for COVID-19 in my pharmacy?

Yes, pharmacists, pharmacy interns, and technicians are authorized by the federal government to conduct COVID-19 testing during the public health emergency if certain requirements are met.

Q. What are the types of tests available?

	Diagnostic Test		Antibody Test
	Molecular Test	Antigen Test	
What it Does	Diagnoses Active Infection		Indicates Past Infection
Also Known As	RT-PCR	Rapid diagnostic test (molecular tests can also be rapid)	
What it Detects	Viral genetic material	Rapid viral surface proteins	Antibodies against the virus
How the Specimen is Collected	Nasal or throat swab, or saliva	Nasal or throat swab	Fingerstick or blood draw
How Long for Results	Same day or up to a week (rapid molecular tests can produce results in about 15 minutes)	1 hour or less	Same day or 1-3 days

Source: APhA Testing Basics PDF: pharmacist.com/coronavirus/practice-resources

Learn more

- APhA: pharmacist.com/coronavirus/practice-resources
- NCPA: ncpa.org/covid-testing
- CDC: cdc.gov/coronavirus/2019-ncov/hcp/pharmacies.html



PAIN RELIEF is a **TOP 5 CATEGORY***

Fast Facts

- There is no seasonality to pain relief product sales
- Premium products are driving growth in the category
- Lidocaine is one of the top ingredients in external pain relief
- During recessions and times of stress, consumers tend to stock up on necessities
- Shoppers are making fewer trips, but most outings include a stop in the pain relief aisle
- During the pandemic, the sleep segment has climbed in sales

It is vital to carry many different pain relief solutions to gain new customers and retain current shoppers.

For more category tips, please visit: hamacher.com/monthly-category-tips

*HRG PAC data, latest 52 weeks

Be sure to watch for these upcoming issues of *IN.depth*

Feb. Category Spotlight: Skin Care, First Aid & Sun Care

Information on products with a specialty focus or for inclusion in upcoming category assortments

Mar. Category Spotlight: Seasonal Solutions

Information on products with a specialty focus or for inclusion in upcoming category assortments



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Printed on post-consumer recycled paper with soy-based inks.

NOTE: Items identified with a star rating (★, ★★, ★★★) were objectively evaluated within the past 12 months by HRG's analysts in support of the national TEMPS® program. Never Outs® are part of HRG's TEMPS® program. They are the top-selling items within a subcategory, and should always be on a retailer's shelves, regardless of department size.



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