seasonal solutions
### Categories Shoppers Wish Contained More Products* – Health and Wellness

**Skin Care, Vitamins & Dietary Supplements, and Home Healthcare** have historically been demonstrated differentiators for independent pharmacies.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skin Care</td>
<td>19%</td>
</tr>
<tr>
<td>Vitamins &amp; Dietary Supplements</td>
<td>9%</td>
</tr>
<tr>
<td>Home Healthcare</td>
<td>8%</td>
</tr>
<tr>
<td>Cold &amp; Allergy</td>
<td>6%</td>
</tr>
<tr>
<td>Feminine Care</td>
<td>6%</td>
</tr>
<tr>
<td>Pain Relief</td>
<td>6%</td>
</tr>
<tr>
<td>Diabetes Management</td>
<td>5%</td>
</tr>
<tr>
<td>Eye &amp; Ear Care</td>
<td>5%</td>
</tr>
<tr>
<td>First Aid</td>
<td>5%</td>
</tr>
<tr>
<td>Health Supports</td>
<td>4%</td>
</tr>
<tr>
<td>Personal Diagnostics</td>
<td>4%</td>
</tr>
<tr>
<td>Sun Care</td>
<td>4%</td>
</tr>
<tr>
<td>Compression Hosiery</td>
<td>3%</td>
</tr>
<tr>
<td>Digestive Health</td>
<td>3%</td>
</tr>
<tr>
<td>Family Planning</td>
<td>2%</td>
</tr>
<tr>
<td>Incontinence</td>
<td>1%</td>
</tr>
<tr>
<td>Vaporizers</td>
<td>1%</td>
</tr>
</tbody>
</table>

*7% of shoppers indicated an expansion of “all” categories was preferred. 54% responded “none” to this question. Percentages in chart were calculated excluding “none” and “all” responses. No respondents selected wound care, smoking deterrents, or CBD.

Download the entire research report at: hamacher.com/research-reports

### Hyland's Earache Drops

**The #1 Selling Ear Treatment**
for fast, natural relief for earaches due to swimmer’s ear, cold & flu and allergies*

**Adults & Kids 2+ | For Day & Night**

ORDER FROM YOUR WHOLESALER NOW! Learn more at hylands.com/eardrops  
UPC: 354973-75162-0  
*Claims based on traditional homeopathic practice. Not accepted by medical evidence. Not FDA evaluated.

*Order your sample: earache_treatment_14567890123456.jpg

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**Grow Feminine Care Sales with Vagisil® Wash**

Meet the unique needs of all your female shoppers!

**ODOR BLOCK**
**pH BALANCE**
**HEALTHY DETOX**
**SCENTSITIVE SCENTS**

**Also Available:**
- ODOR BLOCK (Peach Blossom)
- ODOR BLOCK (Rose All Day)
- ODOR BLOCK (Spring Lilac)
- ODOR BLOCK (Cucumber Magnolia)

Call your distributor to stock these profitable Vagisil® products!

---

**Categories Shoppers Wish Contained More Products**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Wellness</td>
<td>15%</td>
</tr>
<tr>
<td>Skin Care</td>
<td>10%</td>
</tr>
<tr>
<td>Vitamins &amp; Dietary Supplements</td>
<td>8%</td>
</tr>
<tr>
<td>Home Healthcare</td>
<td>7%</td>
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<td>Vaporizers</td>
<td>1%</td>
</tr>
</tbody>
</table>

Based on 111 independent pharmacy shopper responses. Percentages in chart were calculated excluding “none” and “all” responses. No respondents selected wound care, smoking deterrents, or CBD.
MULTI-SYMPTOM RELIEF FROM SINUS-RELATED ILLNESS

TRIPLE ACTION RELIEF
in as little as one dose!

- Clears sinus & nasal congestion
- Relieves headache & fever
- Thins & loosens mucus

FAST-ACTING RELIEF
sinus pressure & nasal congestion

- Instant cooling menthol burst
- Concentrated vapor promotes nasal & sinus drainage
- Powerful mucus-moving sensation

Order Mucinex® Sinus-Max® from your wholesaler

Reckitt Benckiser • Morris Corporate Center IV • 399 Interpace Parkway • PO. Box 225 • Parsippany, NJ 07054-0225
www.mucinex.com | 1-866-252-5327

*These Mucinex® Sinus-Max® Severe Congestion & Pain SKUs are featured within all Cold & Allergy planograms under Hamacher Resource Group’s (HRG) merchandising and pricing program in 2021.

Incremental usage drives sales
Outperforms ZzzQuil
Unique 10mg fast dissolve tablet enables quick absorption and can be taken anytime, anywhere. No water needed!
Value sizes increase overall register ring

Partner with Natrol to capture melatonin segment growth – order from your distributor

Available in both liquid and caplets
Easy-to-use spray

Incremental usage drives sales
Outperforms ZzzQuil
Unique 10mg fast dissolve tablet enables quick absorption and can be taken anytime, anywhere. No water needed!
Value sizes increase overall register ring

NATURAL PRODUCT
NATURAL PRODUCT
NATURAL PRODUCT

NEW

The #1 Selling Melatonin Brand belongs in Your Sleep Aids Aisle

- The only 3mg melatonin supplement to assist with middle of the night awakenings.
- A 2.5mg dose that helps patients fall asleep faster, stay asleep longer, and wake up feeling rested.
- Unique 10mg fast dissolve tablet enables quick absorption and can be taken anytime, anywhere. No water needed!
- Value sizes increase overall register ring

Partner with Natrol to capture melatonin segment growth – order from your distributor

Available in both liquid and caplets
Easy-to-use spray

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Partner with Natrol to capture melatonin segment growth – order from your distributor

NATURAL PRODUCT
NATURAL PRODUCT
NATURAL PRODUCT

NATURAL PRODUCT
NATURAL PRODUCT
NATURAL PRODUCT

Award Winning Allergy Eye Products

- Innovative and affordable
- 100% natural active ingredients
- No known side effects or interactions
- Free from Belladonna

Recommend for anytime relief from itching, watering, burning, or sweating.

Order from your wholesaler now!

NATURAL PRODUCT
NATURAL PRODUCT
NATURAL PRODUCT

NATURAL PRODUCT
NATURAL PRODUCT
NATURAL PRODUCT

Stay Healthy, Naturally.
From our family, to your shelves.

Order from your wholesaler now!

*FDA Disclaimer: Claims based on traditional homeopathic practice, not accepted medical evidence. Not FDA evaluated.
†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.
HELP YOUR PATIENTS & CUSTOMERS
BREATHE EASIER
THIS COLD AND FLU SEASON!

The Mentholatum Company  •  707 Sterling Drive, Orchard Park, NY 14127  •  877.636.2677  •  us.mentholatumointment.com

Maximum Strength
Cough Relief Plus Lavender

No Mess Roll On.

Maximum Strength
Vaporizing Cream

Soothing aromatic
vapors

100% Natural active ingredients

Order from your wholesaler today!
FOR MORE INFORMATION CONTACT:
SALES@MENTHOLATUM.COM

UPC 310742015904

UPC 310742010251

UPC 310742010831

UPC 310742010305

UPC 310742011197

UPC 310742010305

UPC 310742010831

UPC 310742000207

Benefit-driven innovation
for your vitamin aisle

Alive!

Help your customers thrive – place your wholesale order for Alive!* 

Women

Men

Nature’s Way Inc. | 825 Challenger Drive | Green Bay, WI 54311 | 800-783-2286 | www.feelalive.com

Formula contains 60-200mg fruit/vegetable powder per serving. Each formula delivers a full-complex of B-vitamins to help convert food into energy.*

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Biofreeze® Cool the Pain

Give your patients the
#1 CLINICALLY RECOMMENDED
TOPICAL PAIN RELIEVER

Professional resources available at:
www.biofreeze.com/for-professionals

To order,
contact your wholesaler,
or visit www.biofreeze.com
for more information.

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Benefit-driven innovation
for your vitamin aisle

Alive!

Help your customers thrive – place your wholesale order for Alive!* 

Women

Men

Formulas contain 60-200mg fruit/vegetable powder per serving. Each formula delivers a full-complex of B-vitamins to help convert food into energy.*

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©2021 Performance Health. All rights reserved. * #1 Clinically Recommended: Trusted by pharmacists, physical therapists, chiropractors, massage therapists, podiatrists, and athletic trainers

Biofreeze® Cool the Pain

Give your patients the #1 CLINICALLY RECOMMENDED TOPICAL PAIN RELIEVER

Professional resources available at: www.biofreeze.com/for-professionals

To order, contact your wholesaler, or visit www.biofreeze.com for more information.
Frequent heartburn affects 75% of sufferers at night.**
Nexium 24HR reduces your patients’ frequent heartburn related sleep disturbances:

- **10x** improvement in heartburn-related sleep disturbances for most patients upon their first night.
- **60%** reduction in nighttime heartburn in as many patients after just 1 week of treatment.

**Complete resolution of heartburn was defined as 7 consecutive 24-hour days without heartburn.**

**First resolution defined as a single day when patients reported no heartburn, defined as heartburn duration ≥ 24 hours during the previous week, and no heartburn-related sleep disturbances.**

**Complete resolution of heartburn was defined as 7 consecutive 24-hour days without heartburn.**

**References:**

*Use as directed. Nexium 24HR may take 1-4 days to full effect.

**Prebiotic and Probiotic**

**Disclaimer:**
**Advil Dual Action**

**FIGHTS PAIN 2 WAYS:**
- Blocks pain signals
- Targets pain at the source

**ADVIL DUAL ACTION**
Comes in 4 convenient grab-and-go sizes to help fight pain no matter where people go.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>UPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 ct</td>
<td>305730147187</td>
</tr>
<tr>
<td>36 ct</td>
<td>305730147381</td>
</tr>
<tr>
<td>72 ct</td>
<td>305730147729</td>
</tr>
<tr>
<td>144 ct</td>
<td>305730147941</td>
</tr>
</tbody>
</table>

For more information, visit the pain relief section of GSKHealthPartner.com

Use as directed.

**pm.advil**

**#1 PAIN RELIEVER + #1 SLEEP MEDICINE**

- Fast pain relief
- A whole night’s sleep
- Non-habit forming

Rushes liquid fast pain relief to where it hurts to help you sleep the whole night.

For more information, visit pm.advil.com

Use as directed.

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Place an order with your wholesaler today.
**NicoDerm CQ**

Not all Nicotine patches are the same. The NicoDerm CQ Patch is the only patch with time-release SmartControl Technology. NicoDerm CQ doubles your patients’ chances of quitting. It provides sustained nicotine delivery over 24 hours to your patients throughout their day.

**THE EFFICACY OF PRESCRIPTION FLUTICASONE PROPIONATE, WITH OTC BENEFITS**

For patients who were well-controlled on a prescription INCS and need OTC convenience, FLONASE offers the allergy relief it has as a prescription with the benefits of a branded OTC medicine!

**Emergen-C**

Powerful blend of B Vitamins, Electrolytes and more Vitamin C than 10 oranges.

Help your patients focus on their immunity now more than ever with the #1 PHARMACIST RECOMMENDED brand.
**Our 10 Top-Selling Items:**

- **WRIST**
  - Night Wrist Support, Adjustable (051131201606)
  - Also Available: Compression Stabilizing Wrist Brace, Right Hand, Small/Medium (051131200593)

- **BACK**
  - Comfort Compression Back Support, Adjustable (051131201865)

- **ANKLE**
  - Ankle Performance Stabilizer, Adjustable (051131201514)
  - Deluxe Thumb Stabilizer, Small/Medium (051131198555)

- **THUMB**
  - Knee Performance Stabilizer, Adjustable (051131201569)

- **KNEE**
  - Knee Stabilizer, Adjustable (051131201569)

**Also Available:**
- Compression Stabilizing Wrist Brace, Right Hand, Large/Extra-Large (051131201576)
- Comfort Stabilizing Wrist Brace, Adjustable (051131196773)

**Order from your wholesaler**
www.futuro-usa.com

---

**FUTURO®** supports and braces have been preventing and relieving joint pain for 70 years!

**WRIST BACK ANKLE THUMB KNEE**

Order from your wholesaler
www.futuro-usa.com

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**Ricola USA, Inc. | 6 Campus Drive | Second Floor South | Parsippany, NJ 07054 | ricola.com**

**THE COUGH DROP CATEGORY**

**GROWTH LEADER SINCE 2015**

Allergy sufferers and everyday users purchase cough drops most frequently—meet their needs by stocking Ricola®.

- **Top-selling flavor** in the cough drop category
- **Sugar free items** represent 20% of dollar sales in the cough drop category

**PLACE YOUR ORDER WITH YOUR WHOLESALER.**

---

**The SlowMag® Mg Franchise**

**PREMIUM MAGNESIUM THAT CUSTOMERS LOVE**

- **New for 2021**
- **SlowMag® Muscle + Heart**
  - 60ct 347618-10760-6
  - 120ct 347618-11220-6

**SlowMag® Calm + Sleep**
- Offers what customers want to support:
  - Relaxation*
  - Healthy Sleep*
  - Waking up refreshed*

**Place Your Order With Your Wholesaler.**

---

**Avrio Health, L.P. MR-07255 12/20**

*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.

---

**SlowMag® Mg Muscle + Heart 60ct**
Trusted by outdoor workers, enthusiasts, and medical professionals for poison oak & ivy care and outdoor itch relief

- Tecnu® Original and Tecnu® Extreme® remove rash-causing oil from poison oak and ivy to keep it from spreading
- Tecnu® Calagel® Anti-Itch Gel goes on clear and provides long-lasting relief from outdoor itches including: insect bites, sunburn, minor cuts, scrapes, and more
- Tecnu® Rash Relief™ Spray is an easy application spray that uses diphenhydramine HCL 2% to provide maximum strength itch relief from outdoor itches, insect bites, sunburn, and more

Keep Tecnu® products in stock through the season - order today!

Make Space for MiraLAX® Mix-In Pax®

- 84% of current mix-in users are loyal to single dose form
- MiraLAX® Mix-In Pax® over-index with 25 to 44-year-olds
- Over 1/3 of mix-in users are buying more than one unit per year

Recommend MiraLAX®, the laxative with a 96% patient satisfaction rate.

Order from your wholesaler today. © 2021 Procter & Gamble

VITAMINS & DIETARY SUPPLEMENTS

Immunity Product Sales See Continued Growth

Driven largely by immunity products, the vitamin & dietary supplements category saw a +24 sales percentage change last fall. Major brands continue to add immunity and elderberry products to their lines, as both sales and demand continue to increase during the COVID-19 pandemic.

Top Immunity Product Types and Their Growth

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin C</td>
<td>+35%</td>
</tr>
<tr>
<td>Multivitamins</td>
<td>+12%</td>
</tr>
<tr>
<td>Elderberry</td>
<td>+10%</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>+8%</td>
</tr>
<tr>
<td>Zinc</td>
<td>+2%</td>
</tr>
</tbody>
</table>

¹ IRI Scan Data 52 weeks ending 8/23/20, Total US Drug, MULO

BETTER SLEEP FOR ALL

RECOMMEND PURE ZZZS™ ALL NIGHT TO HELP PATIENTS STAY ASLEEP LONGER THROUGH THE NIGHT

**Euromonitor International Ltd. Consumer Health 2018 Edition. Based on 2017 retail value sales of Sleep Aids

### ACTION ITEMS

- Order immunity products now. Many are in short supply due to increased demand or ingredient shortages.
- Create an immunity endcap near the pharmacy counter to capture additional sales this spring.
- Ask immune supplement brands for brochures and signage that can help educate customers.

© 2021 Procter & Gamble

www.zzzquil.com

*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.

**Euromonitor International Ltd. Consumer Health 2018 Edition. Based on 2017 retail value sales of Sleep Aids

VICKS® ZzzQuil® All Night Melatonin 14ct

www.zzzquil.com

* 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.
Endcaps are the second most shopped area of a retail operation

This flowgram is based on the March promotional planogram received by subscribers to our merchandising and pricing programs, TEMPS®. The theme of the endcap was Medicare Part C – Pain Relief, Cold, and Allergy.

Locate endcaps in high traffic areas within eyesight of your pharmacy counter. This makes it easier to recommend these products and point them out to your customers.

Medicare Part C – Pain Relief, Cold, and Allergy

Internal Pain Relievers
External Pain Relievers
Allergy Products
Cold Remedies

Curious which profitable products to include in endcaps like these?

Learn more about HRG’s category management program by visiting hamacher.com/TEMPScategory.

Buyer Patterns Have Changed

Let HRG conduct a virtual 360° store assessment to:
1. Assess the current shopper experience
2. Uncover ways to attract new customers
3. Develop a strategy to boost sales and profitability

Real Results
“After implementing the recommendations...our front-end sales doubled in the last quarter!”

Debbie Pelischek, manager
HFM Pharmacy & HFM Family Health Shoppe

You’ll receive an action plan to:
✓ increase traffic
✓ grow sales
✓ excel above your competition

Contact Tom at
tom_boyer@hamacher.com
More information at hamacher.com/360-ind-pharm

New Report Now Available

This robust report offers a view of the independent pharmacy channel from both the pharmacist and shopper perspectives.

Here are some fast facts:

- The 21,683 independent pharmacies in the U.S. represent 35% of all retail pharmacies.
- 67% of independents indicate their non-Rx business is growing or holding steady.
- 17% of total pharmacy dollars come from non-Rx items.
- 43% of unit sales in health and wellness are represented by cold & allergy, vitamins & dietary supplements, and pain relief.
- 49% of shoppers indicate the pharmacist’s recommendation is the biggest factor in their non-Rx purchase decisions.

Download the entire research report at:
hamacher.com/research-reports
Hamacher Resource Group provides community pharmacies with product information on behalf of manufacturers and does not endorse any specific product or manufacturer. Hamacher makes no representation or warranty, expressed or implied, nor claims responsibility for the results obtained from the use of such information.

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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facebook.com/groups/independentpharmacy