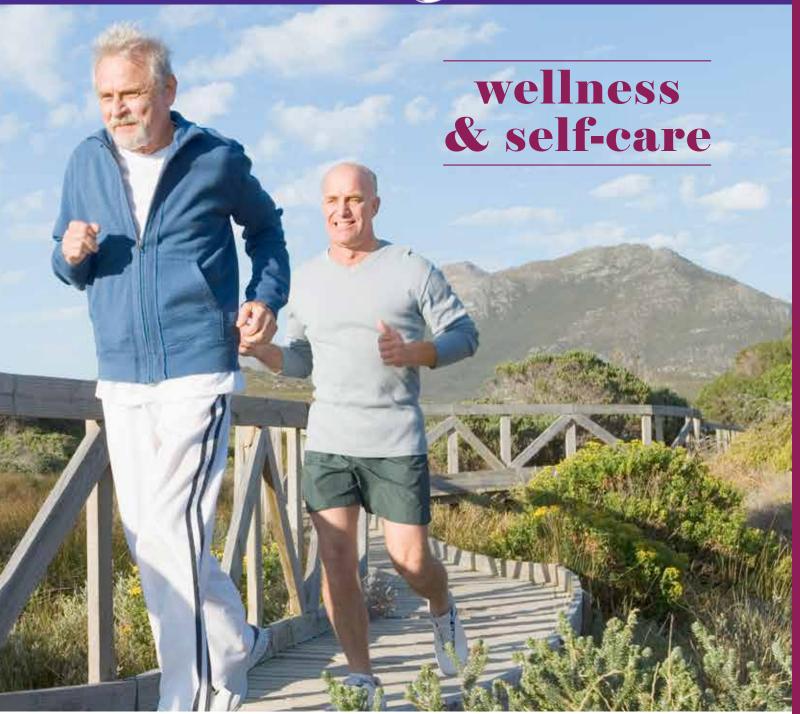
IN.depth

independent pharmacy publications

Category Spotlight november 2021









CONTACT YOUR WHOLESALER FOR PRODUCT AVAILABILITY

Nature's Truth® | 3900 Veterans Memorial Hwy, Bohemia, NY 11716 | 1-844-544-1030

NaturesTruth.com ©2021 Nature's Truth LLC.





HRG NEW ITEM 2020

†This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease

Boost sales and basket size with *Sunbeam*.



A consumer research study showed that lack of mobility is the #1 reason for not using a heating pad more often*

The science behind heat therapy



Heat is a natural, drug-free

to the source of the pain to

accelerate tissue healing.



associated with muscle



Try moist heat for deep penetrating relief.



your pain relief section with portable solutions for heat therapy



UPC 053891155588







Place an order with your wholesaler! For more information, visit www.sunbeam.com

© 2021 Sunbeam Products, Inc. All rights reserved.

* Wellness Habits & Usage, IPSOS 2016 **Based on IPSOS Survey in December 2016, 720 users or inte



Sunbeam[®] GoHeat™ Heating Pad

THE TRU POWER OF TWO

Works TWO Ways

- ✓ Supports digestive health⁺
- ✓ Supports the 70% of the immune system located in the digestive tract+

Highest repurchase rate in probiotics category!



VEGETARIAI CAPSULES ✓ Demonstrated survivability

in the GI tract2

With TWO Proven Strains

✓ Heavily researched blend of good bacteria1

> See our sell sheet for more details



Place your TruBiotics® order with your primary wholesaler.

* 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. 1. Bifidobacterium animalis BB-12® and Lactobacillus acidophilus LA-5® 2. Data on file 3. BCG Consumer Survey (N=671), BCG Analysis



YOUR SHOPPERS ARE SEEKING MORE FROM THEIR ORAL CARE PRODUCTS



COLGATE TOTAL™ OFFERS 10 KEY BENEFITS

- - ✓ TARTAR
 - ✓ PLAQUE
 ✓ GINGIVITIS ✓ ENAMEL
- ✓ DEEP CLEAN ✓ FRESH BREATH
- **✓** SENSITIVITY RELIEF
- ✓ ODOR NEUTRALIZATION

12-hour antibacterial protection*

























35000984920 4.8oz (paste)

10X LONGER LASTING COOL

COLGATE TOTAL™ PROSHIELD®

- SIGNIFICANTLY REDUCES PLAQUE
- ✓ HELPS PREVENT GINGIVITIS
- ✓ THREE MINTY FLAVORS



035000671226 500mL

* vs. non-antibacterial fluoride toothpaste with twice a day brushing after 4 weeks + data on file

CONTACT YOUR WHOLESALER TO ORDER COLGATE TOTAL®

www.colgate.com



Questions? Email: ColgateDrug@Saleytics.com





HRG

lady

AN AFFORDABLE OPTION FOR "FREE FROM" SHOPPERS

- Invisible solid deodorant. goes on clear
- Free from aluminum, alcohol, dyes, and parabens Simply Clean scent



Expanded ZERO line coming Q12022!

Attract new natural value customers with Lady Speed Stick® ZERO



Long-

lasting!

NATURAL DEODORANT

with 24-hour protection









Lavender. Mountain Spring, and Unscented

✓ Aluminum-free ✓ No artificial fragrances ✓ No preservatives ✓ Not tested on animals

CONTACT YOUR WHOLESALER TO ORDER

www.ladyspeedstick.com | www.tomsofmaine.com



Questions? Email: ColgateDrug@Saleytics.com or TomsDrug@Saleytics.com









POWERFUL SORE THROAT RELIEF

SORE THROAT DROPS

(Hexylresorinol + Dextromethorphan)

Starts to work in seconds. Lasts for hours.

+Soothing Comfort

+Cough Relief



- ✓ Soothes sore throat
- √ Relieves pain √Honey & **Echinacea flavor**
- **√** Quiets cough
- √ Cooling comfort
- ✓ Alpine Herbs & Fresh Mint flavor

SORE THROAT SPRAY

(Benzocaine + Menthol)

Two Powerful Pain Relivers

+Pain Relief



√ Alcohol free

√ Cherry flavor

Order Mucinex® INSTASOOTHE from your wholesaler

Reckitt • 399 Interpace Parkway • Parsippany, NJ 07054-0225 | mucinex.com | 1-866-252-5327

Use as directed.



Mucinex® Instasoothe Sore Throat Drops Honey & Echinacea 20ct Mucinex® Instasoothe Sore Throat Drops Alpine Herbs & Fresh Mint 20ct Mucinex® Instasoothe Sore Throat Spray Cherry 4 fl oz

POWERFUL ALL-IN-ONE COLD & FLU RELIEF

MUCINEX FAST-MAX COLD & FLU

RELIEF TO GET YOU THROUGH THE DAY

reduces fever, sore throat, chest congestion, cough. headache, body pain, nasal congestion, sinus congestion, and sinus pressure

reckitt



MUCINEX NIGHTS SEVERE COLD & FLU

RELIEF TO HELP YOU GET TO SLEEP

reduces fever, helps control cough, and relieves nasal congestion, sore throat, sneezing, and runny nose

Order Mucinex® from your wholesaler today

Reckitt • 399 Interpace Parkway • Parsippany, NJ 07054-0225 | mucinex.com | 1-866-252-5327

Use as directed.



A kinder way to care for kids

Safe & Gentle **Natural Active Ingredients Ages O+ Months**





UPC: 354973-33151-8

UPC: 354973-33241-6

Order from your wholesaler. Learn more at hylands.com/kind

*CLAIMS BASED ON TRADITIONAL HOMEOPATHIC PRACTICE, NOT ACCEPTED MEDICAL EVIDENCE. NOT FDA EVALUATED.



reckitt



Introducing Berry Medley

THE THROAT DROP FOR EVERY SEASON



Right Line Extension for your Pharmacy

- ✓ New dedicated national TV/digital campaign and year-round shopper marketing to spotlight the 'everyday' usage occasion
- ✓ Over indexes with large families, people raising teens, and Hispanic households²
- ✓ 90% of Ricola[®] users say they would definitely/probably buy Berry Medley¹

Right Drop for your Customers









Made with juices from real berries

Contains 10 herbs

Natural colorings and flavors

Call your wholesaler to order Ricola® Berry Medley

1. 20-03-09 Ricola Mixed Berry IHUT (In-Home Usage Test) - Final Report; MAI Research 2. Nielsen HH Panel Data – 52 WE 8/08/20 vs YA, indexed vs Ricola Shoppers for Cherry/Berry Flavor

Ricola USA, Inc. | 6 Campus Drive | Second Floor South | Parsippany, NJ 07064 | ricola.com



Smith's

CHAFING BARRIER SPRAY

Helps STOP Chafing for:

Cyclists, Golfers, Dancers, Runners, and Soccer, Tennis, all Ball Players

- Treats and protects hard-toreach areas, like skin folds
- No need to rub in after spraying; won't cake or run
- Non-flammable, alcoholfree, latex-free and environmentally safe

Also effectively treats. prevents rashes and chafing caused by adult incontinence

Arthritis

Backaches



WARNING: FOR EXTERNAL USE ONLY.

Sore Muscles

Joint Pain

Recommend to caregivers to preserve patient dignity.

drsmithsadult.com

MAXIMUM-STRENGTH, DUAL-ACTION

AFFORDABLE ANALGESIC CREAM

Provides quick, penetrating relief from:

UPC 5oz 371269005052

OFFER PATIENTS AN AFFORDABLE TOPICAL ANALGESIC BRAND.

thera-gesic.com



NIACIN

UPC 371269500106

SLOCIN UPC 371269250100

Not all Niacins are alike



Clinically proven to help support good cholesterol (HDL) levels*



Gradually delivers nicotinic acid into the body to help reduce the likelihood of flushing



3 strengths available supporting individual patient needs

Stock & sell SLO-NIACIN® in your supplements aisle.

slo-niacin.com



NIACIN.

DIAPER RASH OINTMENT

Goes on like a cream...

Protects sensitive bottoms like an ointment



- Effectively treats and prevents diaper rash
- Fast-acting premium ingredients

Dr. Smith's Diaper Rash Ointment (2oz tube) Dr. Smith's Diaper Rash Ointment (3oz iar) UPC 371269006028

Dr. Smith's Diaper Rash Ointment (8oz tube) UPC 371269006080

Recommend Dr. Smith's with the right amount of zinc to avoid dryness and cracking

drsmiths.com

Order these fine products from your drug wholesaler today.



UPC 3oz 371269010032

Copyright © 2021 MainPointe Pharmaceuticals, LLC. | Louisville, KY | 502-709-7544 | mainpointepharmaceuticals.com

*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.





november 2021 Ricola® Throat Drops Berry Medley 19ct

U

SEABOND

75% STRONGER **VS. THE LEADING** DENTURE PASTE¹

All-Day Hold Without the Ooze and Mess!













UPC 310742010251



Cushiony, Soft Feel | Zinc-Free | FSA/HSA Eligible

Give Patients Something to Smile About - Order Sea-Bond® Today!

COMBE

1101 Westchester Ave. | White Plains, NY 10604 | seabond.com | 800-431-2610

1. Data on file



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

SALES@MENTHOLATUM.COM



The #1 Drug-Free Sleep Aid Brand^a Belongs in Your Sleep Aids Aisle



Liquid Melatonin **SLEEP**

Helps patients fall asleep faster, stay asleep longer, and wake up feeling rested.[†]

047469074050

Outperforms ZzzQuil Liquid Sleep Aids^*



Melatonin SLEEP Gummies for KIDS

Gentle formula to help children fall asleep faster and stay asleep longer[†].

Incremental usage drives sales



047469071509

Melatonin SLEEP Fast Dissolve Tablets

Enables quick absorption and can be taken anytime, anywhere.¹



Melatonin Advanced SLEEP Time Release Tablets

Help patients fall asleep fast and stay asleep through the night.†

Value sizes increase overall register ring

✓ 100% Drug-Free | ✓ Non-Habit Forming | ✓ Vegetarian

Capture melatonin segment growth - order Natrol from your distributor

^Nielsen xAOC L24wks through 9/11/2021 *ZzzQuil is a registered trademark of Procter & Gamble *Melatonin is a solution for occasional sleeplessness

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.

Natrol, LLC | Natrol.com





november 2021 november 2021

UPC 310742015904



Holiday Relief Basket Builders



Fleet_®

New Look

- Relief in minutes
- Works with your body to relieve occasional constipation

301320185829



fleetlabs.com/for-healthcare-professionals



PHAZYME

BRING PHAZYME ULTIMATE® TO YOUR PHARMACY







IN JUST ONE TABLET!

See our full Fleet® Product Guide

Just two daily capsules help promote a healthy digestive system*



- 2x the probiotic¹
- 2 billion live cultures[‡]
- Easy-to-swallow capsules

*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.

1. Compared to previous Bacid® formula ‡Per serving

Take **beano**° BEFORE, and there'll be no gas*



- Helps prevent gas, bloating, and discomfort*
- The only national brand to address gas prevention with a natural enzyme*

*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.

042037103040

Tell patients to take beano® at the first bite of problem foods



Treat Heartburn Your Way



- Safe and effective
- Clinically proven to prevent and treat heartburn

Recommend the H2-blocker that has been trusted for over 40 years+

+based on Tagamet consumer purchases since 1977



042037103637

PrestigeConsumer

fleetlabs.com | beanogas.com | phazyme.com | tagamet.com

© 2021 Prestige Consumer Healthcare Inc. All rights reserved.





beano® Extra Strength 30ct Fleet® Liquid Glycerin 4ct



Phazyme® 500mg 20ct







Provides immune support and works naturally with the body to help your patients fall asleep*

- Elderberry
- Antioxidant Zinc
- Melatonin

Helps children fall asleep naturally*

- Low Dose Melatonin
- Chamomile
- Lavender





*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.

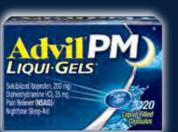
Order from your wholesaler now
© 2021 Procter & Gamble

AdviPN

FAST PAIN RELIEF A WHOLE NIGHT'S SLEEP NON-HABIT FORMING



A patented dual-layer formula that combines the #1 selling pain reliever (Ibuprofen) with the #1 selling sleep aid (Diphenhydramine)**



Rushes liquid-fast pain relief to where it hurts to help your patients sleep the whole night^

305730164207

pm.advil.com

Use as directed. >Based on OTC Sales **Among OTC brands ^Based on 7 hours of sleep which is the minimum recommended amount for adults



PUT YOUR PATIENTS' LIPS FIRST



MOISTURIZES AND SOFTENS FOR SMOOTH LIPS EVERYDAY

305730705127

305730701129

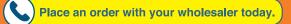
305730725125

ChapStick.com

Use as directed.

gsk

© 2021 GSK group of companies or its licensor













Women

Stock the #1 Doctor Recommended Multivitamin Brand



Emergen-C Help your patients focus on their immunity now more than ever with the #1 PHARMACIST RECOMMENDED brand Emergen:C Emergen:C 1,000 mg 1,000 mg Daily Immune Support' Antioxidants, B Vitamins & Electrolytes **Daily Immune Support** Antioxidants,† B Vitamins & Electrolytes Raspberry **Super Orange** DIETARY SUPPLEMENT

076314302031

f 30-0.32 oz (9.1 $^{\circ}$ g) packets/net WT. 9.6 oz (273 g

DAILY IMMUNE SUPPORT*

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

^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.

EmergenC.com

gsk

Use as directed.

300054755926

© 2021 GSK group of companies or its licensor

120 Tablets



Place an order with your wholesaler today.



© 2021 GSK group of companies or its licensor



076314302017

Place an order with your wholesaler today.



Emergen-C® 1,000mg Vitamin C Raspberry 30ct
Emergen-C® 1,000mg Vitamin C Super Orange 30ct



november 2021 november 2021

LEADING ORAL CARE BRANDS





Biotène

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

048582004566



Polident

- Helps maintain your patients' denture hygiene
- Kills 99.99% of odor-causing bacteria*
- Helps remove plague and prevent plague 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)

310158053088



310158887652

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 teeth
- Offers 24/7 sensitivity protection when patients brush with Sensodyne twice a day, every day



310158887638

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



053100384808

Parodontax

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

Use as directed.

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



© 2021 GSK group of companies or its licensor





© 2021 GSK group of companies or its licensor





november 2021



DEFENDS AGAINST

Weakened Skin Barrier

Dryness

Irritation Roughness Tightness

GENTLE SKIN CLEANSER

NEW 16 oz: 302990110227

THE COMPLETE SOLUTION FOR SENSITIVE SKIN

Now with a dermatologist-backed blend of vitamins B3, B5 & hydrating glycerin.



DAILY FACIAL CLEANSER NEW 16 oz: 302993927341



MOISTURIZING LOTION NEW 16 oz: 302990241334



5

ADVANCED RELIEF LOTION NEW 16 oz: 302993914280

NEW 16 oz: 302993917564

MOISTURIZING CREAM

Order Cetaphil® products from your preferred drug wholesaler. | Cetaphil.com



THINGS DIFFERIN'

Order Differin* from your preferred drug wholesaler. | Differin.com



Cetaphil® Moisturizing Cream 16oz Cetaphil® Moisturizing Lotion 16oz Cetaphil® Gentle Skin Cleanser 16oz Differin® Acne Treatment Gel 15g Tube



Differin® Acne Cleaning Body Scrub 8oz Differin® Brightening Exfoliator 6oz

for your vitamin aisle Women

Benefit-driven innovation

UPC 033674136621 — 50+ Multi-Vitamin

UPC 033674159040 — 50+ Gummy Vitamin

UPC 033674136614 — 50+ Multi-Vitamin UPC 033674159026 - 50+ Gummy Vitamin

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

Help your customers thrive - place your wholesale order for Alive®!

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





november 2021

Eucerin

A CLINICALLY PROVEN, STEROID-FREE FORMULA

Ideal for eczema-prone skin



Eucerin

- Daily use of Eucerin® Eczema Relief Body Cream reduces the incidence of flares and increases the time-to-flare recurrence*
- 4 out of 5 children remained flare-free for 6 months*
- Reduced risk of flare by 44% in pediatric subjects with daily moisturization*

*Weber TM, Samarin F, Babcock MJ, Filbry A, Rippke F. (2015) Steroid-free over-the-counter eczema skin care formulations reduce risk of flare, prolong time to flare, and reduce eczema symptoms in pediatric subjects with atopic dermatitis. J Drugs Dermatol. 14:478-485.

OPTIMAL PH PRODUCT, FORMULATED WITH

COLLOIDAL
OATMEAL

Skin protectant: provides a protective layer to soothe skin: reduces itch



LICOCHALCONE A

Helps improves moisture barrier function, reducing transepidermal water loss (TEWL) Helps soothe red, irritated skin

ORDER FROM YOUR WHOLESALER

EucerinUS.com



DISCOVER MORE ABOUT EUCERIN ECZEMA CREAM

THERAPEUTIC MOISTURIZERS & SKIN



EDUCATIONAL MODULE 1

EUCERIN ECZEMA RELIEF CREAM





We use clinically-studied ingredients to produce the most effective immune support products available.

For more than 40 years, Quantum Health has been a leader in providing high quality and trusted immune support products. Now more than ever, patients are looking for effective solutions to give their immune system a boost and you can count on the clinically-studied ingredients that go into every one of our products. Give your patients an advantage with Quantum Health.*



0-46985-21190-1 Cough Relief Bing Cherry Lozenges 18ct USDA Organic 0-46985-21191-8 Cough Relief Meyer Lemon & Honey Lozenges 18ct USDA Organic 0-46985-21188-8 TheraZinc Elderberry Raspberry Lozenges 18ct USDA Organic 0-46985-21688-3 TheraZinc Elderberry Raspberry Lozenges 25ct USDA Organic 0-46985-21189-5 TheraZinc Blood Orange Lozenges 18ct USDA Organic TheraZinc Blood Orange Lozenges 25ct USDA Organic 0-46985-21689-0 0-46985-01661-2 TheraZinc Spray 2oz 0-46985-01781-7 TheraZinc Elderberry Roll Counter Display 12ct 0-46985-01625-4 Elderberry Liquid Extract 2oz 0-46985-01640-7 Elderberry+ Syrup 4oz 0-46985-01624-7 **Elderberry Capsules 60ct** Lip Clear Lysine+ Cold Sore Treatment 7gm 0-46985-01674-2 0-46985-01676-6 Lip Clear Invisible Cold Sore Bandage 12ct

SuperLysine+ Tablets 90ct



© 2021 Ouantum Health

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

and place your order today. 800-448-1448

orders@quantumhealth.com quantumhealth.com

november 2021

Contact your drug wholesaler

SCAN WITH CAMERA TO VIEW EDUCATIONAL MODULE 2

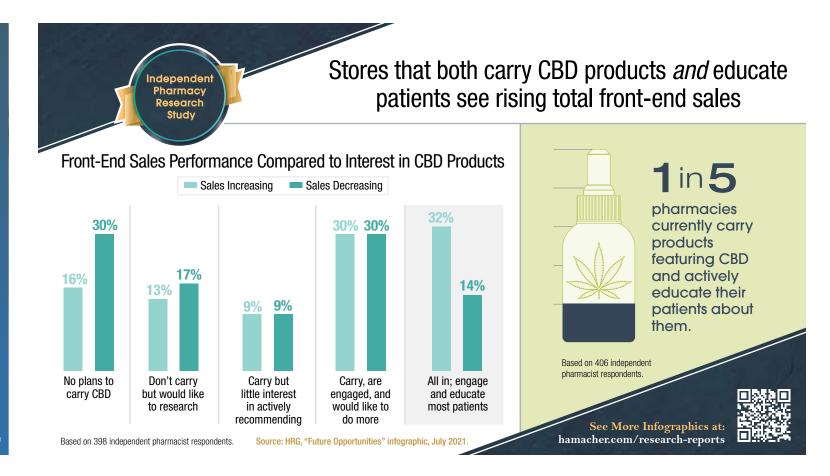






november 2021













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



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





Come learn and grow from other pharmacies.

The group focuses on how to increase profits in the front-end of the store and includes topics such as:

- Merchandising
- Growth
- Promotion
- Customer service

- Planning
- Facility
- Management
- Event ideas

Join today at: www.facebook.com/groups/independentpharmacy







timely topic

Stock Last-minute Gifts



Ongoing supply chain issues are predicted to cause shortages on popular gift items this year,1 and USPS policy changes may cause delays in shipping times.2



Be a hero to your shoppers by stocking last-minute gifts. Here are some ideas:



- Locally-produced candles
- One-of-a-kind jewelry
- Hand-knit scarves and hats
- Photo frames
- "Vintage" toy favorites (toy soldiers, nesting dolls, wooden puzzles, etc.)
- Boutique lotions and hath bombs

Don't forget to stock wrapping paper, gift bags, and greeting cards to be a one-stop shop for your customers, especially those last-minute gift givers!

1. www.cbsnews.com/news/supply-chain-issues-holiday-shopping

2. www.usatoday.com/story/news/nation/2021/10/01/usps-getting-slower-what-does-mean-holiday-shipping/5936155001

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

Dec. Category Spotlight: **Health Essentials**

Jan. Category Spotlight: **New Items & Innovations**

Feb. Category Spotlight:

Sun, Skin, First Aid

did you know?

VACCINATION WEEK **December 5-11**



While fewer people tend to get vaccinated for influenza after November, it is not too late. Whether your store offers the flu vaccine or not, you can encourage those in your community to get vaccinated this December.

Visit the CDC website to find a digital toolkit which includes:

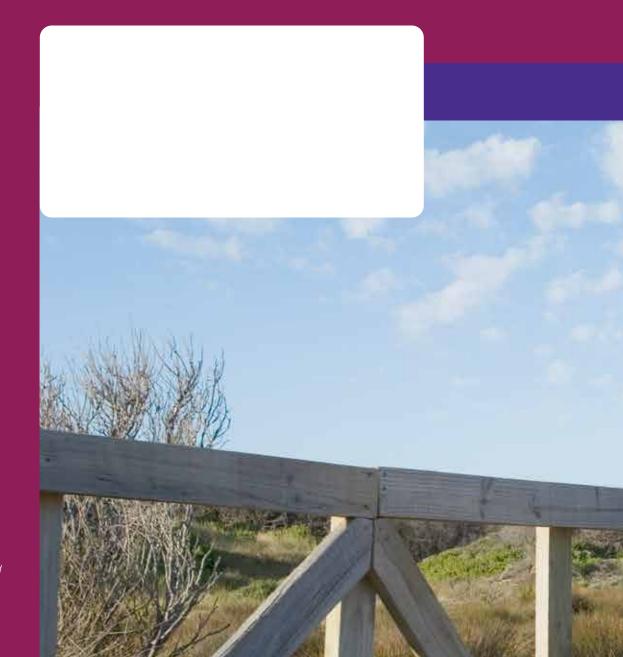
- Social media content
- Newsletter blurbs
- Patient reminder messages
- Template new releases
- Radio PSA audio files
- Printable flyers and posters

www.cdc.gov/flu/resource-center/nivw/index.htm



Presorted Standard U.S. Postage

> PAID UMS









Join Our Facebook Group: Independent Pharmacy – Profit in the Front End facebook.com/groups/independentpharmacy

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 warranties, 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 retailler's shelves, regardless of department size.

