

# IN.depth

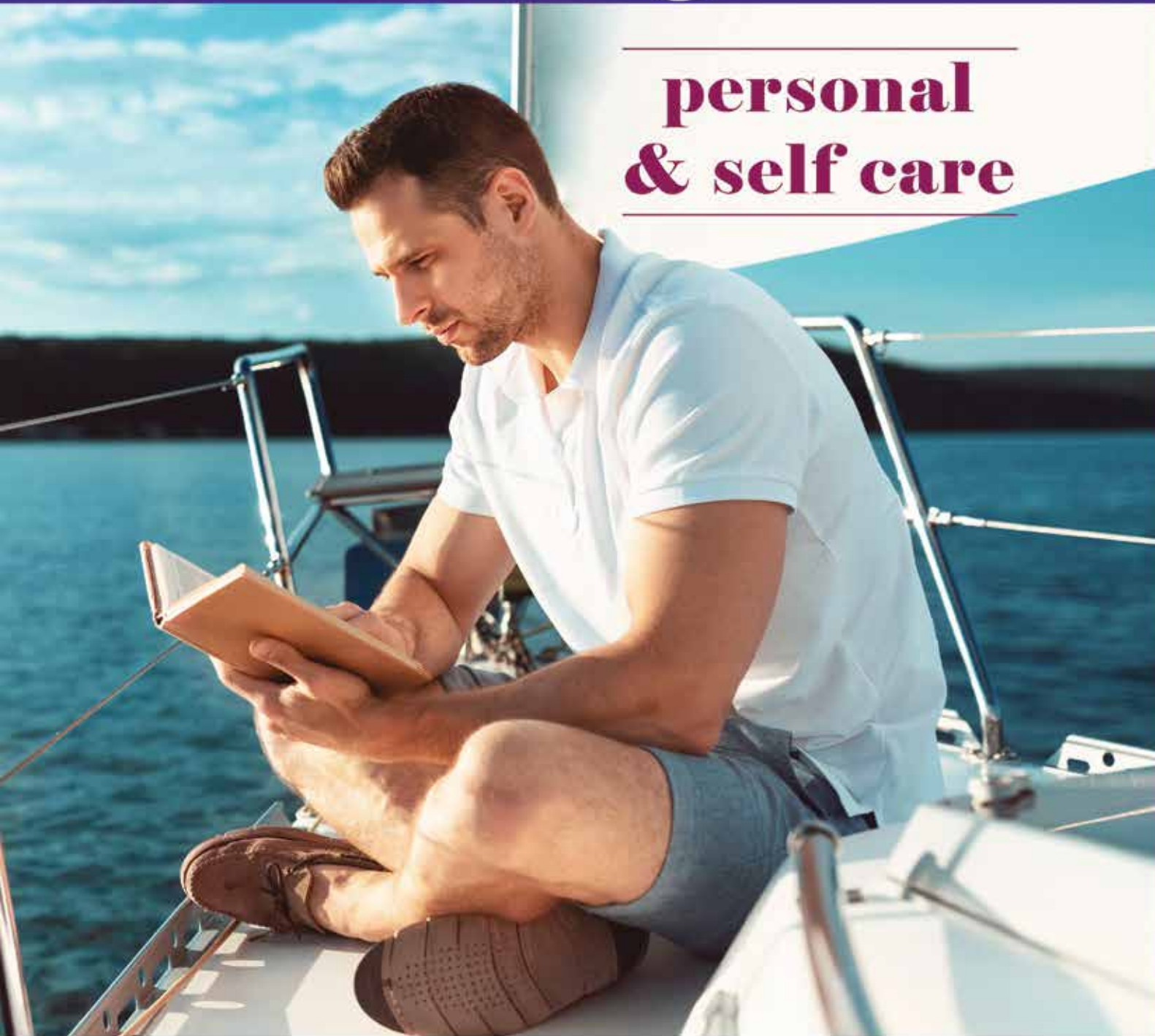
independent pharmacy publications

Category Spotlight



may 2022

## personal & self care





## REPLENISH DRY, SENSITIVE SKIN WITH LONG-LASTING HYDRATION

NOW  
FRAGRANCE  
FREE

**HEALTHY GLOW DAILY CREAM**  
1.7 oz: 302990117011

**48H ACTIVATION SERUM**  
1 oz: 302990117004

**REFRESHING EYE SERUM**  
.5 oz: 302990100624



Deep Hydration  
For Face

Sheer Hydration  
For Body

**REPLENISHING BODY LOTION**  
16 oz: 302990117042

**BODY SPRAY MOISTURIZER**  
7 oz: 302990117066

☼ Specially formulated with hyaluronic acid plus HydroSensitiv Complex™ with soothing blue daisy

Order Cetaphil® products from your preferred drug wholesaler. | [Cetaphil.com](https://www.Cetaphil.com)

## BACITRAYCIN PLUS®

Sting-free Bacitracin Plus treats minor cuts, burns and abrasions while protecting from infection and minimizing scarring.



814428000036

- The only single-antibiotic ointment national brand
- Provides balanced benefits; Prevents infection with lower allergy risk\*
- Available in either horizontal or vertical packaging

\*Compared to other first aid antibiotics  
[bacitracinplus.com](https://www.bacitracinplus.com)

Reflects new packaging, shipping Q2

## Balmex. ADULTADVANTAGE

A clinically proven skin relief cream that works to protect, soothe, and heal skin that's been damaged or is at risk of damage from incontinence, chafing, or heat rash.



030103046001

030103045004

[balmexadult.com](https://www.balmexadult.com)

- Builds market baskets - fills an unmet need in the incontinence aisle with a small footprint on shelf
- Provides dual benefits - is an everyday preventative AND a fast-acting skin relief treatment
- Grows incremental sales - drives trips through national marketing support

ORDER FROM YOUR WHOLESALER

CROSSINGWELL  
consumer health

FOUNDED BY FAMILY. FOCUSED ON WELLNESS.



**New!**

Hyland's  
NATURALS™  
Hyland's Naturals™

### Nature gets things done

3rd party lab tested

Manufactured in the USA

Vegan

Digestive Health\* with Apple Cider Vinegar

Stress Relief\* with L-Theanine, Lemon Balm & Chamomile

Free from all 9 major allergens

No high fructose corn syrup

No artificial sweeteners, colors or flavors

Immune support\* for both adults & kids with Black Elderberry, Vitamin C & Zinc

Hyland's Naturals™ Organic Apple Cider Vinegar Blast 60ct  
Hyland's Naturals™ Organic Elderberry Plus 60ct  
Hyland's Naturals™ Stress Busters 60ct  
Hyland's Naturals™ Kids Organic Elderberry Plus 48ct

810087820039 810087820044 810087820072 810087820008

Order our gummy supplements now or learn more at [hylands.com/gummies](https://www.hylands.com/gummies)

\*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.



Hyland's Naturals™ Organic Apple Cider Vinegar Blast 60ct  
Hyland's Naturals™ Organic Elderberry Plus 60ct  
Hyland's Naturals™ Stress Busters 60ct  
Hyland's Naturals™ Kids Organic Elderberry Plus 48ct

NEW ITEM  
2022

month 10 year

month 10 year

## A NATURAL DEODORANT with EFFECTIVE PROTECTION



035000996312

NEW

**Zinc Oxide >>**  
Natural mineral that  
provides effective  
protection

**Magnesium Salts >>**  
Properties of wetness  
absorption



035000001917

Attract **new natural value**  
customers by stocking **ZERO%**



Introducing Colgate Renewal

NEW

Revitalizes **GUMS**



Deep Clean Gel	035000984982
Whitening Paste	035000985026
Whitening Gel	035000984975
Sensitivity Gel	035000984999

Repairs **ENAMEL**



Deep Clean Paste	035000994370
Whitening Paste	035000994455
Sensitivity Paste	035000995209

Drive  
trade-up  
and grow  
sales with  
Colgate  
Renewal

## NATURAL DEODORANT with 24-hour protection



035000994554



035000994684



035000994578



035000994691

**COMPLETE  
PROTECTION**

**STOCK  
Tom's of Maine,  
the natural brand  
shoppers trust**



## PUREACTIV TOOTHPASTE

A New Line of Naturally Powerful Dental Care



035000993496



035000995506

**Stock Tom's of Maine, the #1 natural toothpaste brand\***

Helps fight plaque with regular brushing. \*Nielsen Jan. 2021

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

**CONTACT YOUR WHOLESALER TO ORDER**

[www.speedstick.com](http://www.speedstick.com) | [www.tomsofmaine.com](http://www.tomsofmaine.com)



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

**CONTACT YOUR WHOLESALER TO ORDER**

[www.colgate.com](http://www.colgate.com) | [www.tomsofmaine.com](http://www.tomsofmaine.com)



month 10 year



month 10 year

# Caltrate

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

Caltrate Helps Slow the Rate of Bone Loss<sup>^</sup>

Use as directed.

<sup>^</sup>The calcium & vitamin D found in Caltrate, along with proper diet & exercise, may help reduce the risk of osteoporosis by slowing the rate of bone loss.

\*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.

Caltrate.com



300055568198



300055517509



300055509245



300055556232



PUT YOUR PATIENTS' LIPS FIRST

MOISTURIZES AND SOFTENS FOR SMOOTH LIPS EVERYDAY

Use as directed.



305730705127

305730701129

305730725125

ChapStick.com

# Centrum

Support their Immune System with Vitamin C, D and Zinc\*



305730503754



305734755920



305730503747



305734463818



305734783992

Stock the #1 Doctor Recommended Multivitamin Brand

Use products as directed.

\*This statement has not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Centrum.com



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Place an order with your wholesaler today.



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Place an order with your wholesaler today.



Use as directed.

†Among OTC iron-only supplement brands.

886790019602

# Slow Fe<sup>®</sup>

Slow Release Iron Supplement



Why is Slow Fe<sup>®</sup> different than other iron supplements?

Slow Fe<sup>®</sup> contains ferrous sulfate, the ingredient most recommended by doctors. And with a special controlled delivery system, Slow Fe<sup>®</sup> provides high potency iron while being gentle on patients' stomachs, so they experience fewer side effects (nausea and abdominal discomfort) common to iron use.

Slowfe.com



month 10 year



Centrum<sup>®</sup> Minis Immunity Men 160ct  
Centrum<sup>®</sup> Minis Immunity Women 160ct

NEW ITEM 2021



ChapStick<sup>®</sup> Classic Original 0.15oz

month 10 year



# LAMISIL<sup>AT</sup>

## Help your patients treat tinea pedis up to 4x faster.\*

Tinea pedis is a common fungal infection of the feet.

Up to 25% of people are likely to have tinea pedis at any one time.<sup>1</sup>

The condition is caused by fungi known as dermatophytes, which thrive in moist conditions and destroy keratin-rich tissues such as the skin.<sup>2,3</sup>

It is highly contagious; transmission occurs through direct contact with an infected person or from exposure to contaminated areas such as public shower stalls.<sup>2,4</sup>



300676292830

Use as directed.



300673998421

\*Than azole-containing products with 3 to 4 weeks of treatment duration.  
<sup>1</sup>Based on Alpha Impact Rx voice survey 2016 data.  
<sup>2</sup>Crawford F. BMJ Clin Evid 2008; 2009:1712. <sup>3</sup>Kit M, Durdia M. Crit Rev Microbiol 2015; 41:374-388. <sup>4</sup>Chen M et al. Front Med 2018; 12:58-75.  
<sup>5</sup>Hainer BL. Am Fam Physician 2003; 67:101-108, 12:58-75.

**Relieves Itching Full Prescription Strength**



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Place an order with your wholesaler today.



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Place an order with your wholesaler today.



305730552110

## PREPARATION H<sup>®</sup>



305730553605

Go beyond cleaning  
**to cool,  
 soothe & reduce  
 irritation.**

Use as directed.

## Recommend that fresh butt feeling!

PreparationH.com

# TUMS<sup>®</sup>

goes to work in seconds  
 for fast heartburn relief!

**TUMS is the #1 Physician  
 Recommended Adult Antacid Product\***



307667491807

**Chewy Bites**  
 Tasty outer shell, soft center.  
 Fast Relief in every bite.



307667250343

**Naturals**  
 Fast Heartburn Relief.  
 Powered Naturally.<sup>†</sup>



307660746508

**Ultra Strength**  
 Fast Relief for your patients'  
 tough heartburn.

Use products as directed. \*Based on ProVoice survey 12/1/19-11/30/20. †All natural active ingredient.

Tums.com



TUMS<sup>®</sup> Chewy Bites 32oz



month 10 year



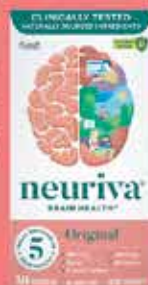
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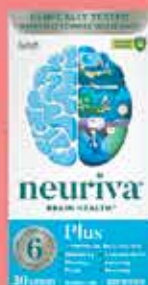
8 out of 10 U.S. adults are interested in achieving cognitive benefits<sup>1</sup>

neuriva  
original

Capsules  
100 mg Neurofactor<sup>®</sup>  
100 mg Phosphatidylserine



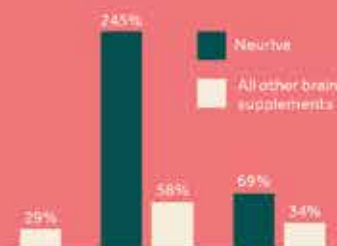
Also available in gummies.



neuriva  
plus

Capsules  
200 mg Neurofactor<sup>®</sup>  
100 mg Phosphatidylserine  
1.7 mg Vitamin B6  
2.4 mcg Vitamin B12  
400 mcg Folic Acid

Neuriva is Consistently Growing Faster than Other Brain Supplements  
Brain Supplements % growth YOY



1. Brain health category vs all other brain supplements. NielsenIQ Data week ending 12/20/22

### Naturally Sourced Ingredients:\*

Neurofactor and phosphatidylserine which supports key indicators of brain health



NEUROFACTOR<sup>®</sup>  
(COFFEE CHERRY EXTRACT)



PLANT-SOURCED  
PHOSPHATIDYLSERINE

### Neuriva helps fuel key indicators of brain health:\*



focus



learning



accuracy



memory



concentration



reasoning

Neuriva Plus also helps support reasoning.\*

### Be sure your patients know that Neuriva is:

- ✓ DECAFFEINATED
- ✓ GLUTEN-FREE
- ✓ AVAILABLE IN CAPSULES AND GUMMIES
- ✓ GMO-FREE
- ✓ FOR ADULTS 18 AND OLDER
- ✓ TAKEN DAILY FOR LONG-TERM, REGIMENTED USE

To order Neuriva, contact your drug wholesaler.

<sup>1</sup>Schae, R.W. Intellectual Development in Adulthood: The Seattle Longitudinal Study, Cambridge University Press, Cambridge, 1996—reproduced in Heiden, T and Gabriel, JDE, Insights

\*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.



Visit us at [www.neuriva.com](http://www.neuriva.com)



Neuriva Original 5 Oct

A REDNESS  
RELIEVER LIKE  
NO OTHER<sup>1</sup>

LUMIFY<sup>®</sup>  
REDNESS RELIEVER EYE DROPS

LUMIFY eye drops have a unique formulation<sup>2</sup> that dramatically reduces redness to help eyes appear whiter and brighter for up to 8 hours.

BAUSCH+LOMB



LUMIFY<sup>®</sup>

BRIMONIDINE TARTRATE  
OPHTHALMIC SOLUTION 0.025%  
REDNESS RELIEVER EYE DROPS

- Works in 1 minute
- Lasts up to 8 hours

Sterile

USE AS DIRECTED. FDA APPROVED.

3-10119-53708-4 2.5 mL  
3-10119-53725-1 7.5 mL

CONTACT YOUR DRUG WHOLESALER TODAY TO  
ORDER LUMIFY REDNESS RELIEVER EYE DROPS.

Visit [LUMIFYDrops.com](http://LUMIFYDrops.com)

<sup>1</sup>Compared to other redness relievers, low-dose OTC brimonidine selectively targets redness. <sup>2</sup>Low-dose OTC brimonidine. LUMIFY is a trademark of Bausch & Lomb Incorporated or its affiliates. © 2022 Bausch & Lomb Incorporated or its affiliates. PH10296, LUM 0043 USA 22



LUMIFY 2.5ml



month 10 year



month 10 year

Clearblue®

## Early Detection Pregnancy Test



Can tell patients **6 days** sooner than missed period!

- ✓ 99% accurate from the day period is expected<sup>2</sup>
- ✓ Extra wide tip for easy sampling
- ✓ 2 tests per pack

1. Clearblue® Early Detection provides early detection of the pregnancy hormone (hCG). 77% of pregnancies can be detected 6 days before the missed period (5 days before the expected period).  
2. 99% accurate at detecting typical pregnancy hormone levels. Note that hormone levels vary.



www.clearblue.com  
© 2022 Procter & Gamble



Order from your wholesaler today

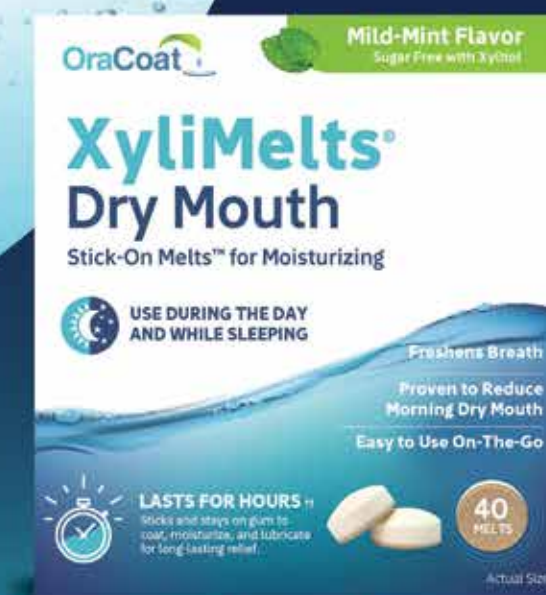
OraCoat®

## STICK IT TO DRY MOUTH! WITH XYLIMELTS® STICK-ON MELTS™

For use day or night  
Safe for dentures



855933000203



855933000517

- ✓ Adheres to patients' gums to coat, moisturize, and lubricate
- ✓ Helps produce saliva up to 8 hours<sup>^</sup>
- ✓ Proven to reduce morning dry mouth

Dry mouth affects **40%** of 55+, driven by medications

### Recommend to Patients with Dry Mouth from:

- Diabetes medications • Oxygen therapy (COPD) • Radiation and chemotherapy
- Parkinson's • Lupus or Sjogren's • CPAP machine use

550mg of Xylitol | All Natural | Gluten Free | Non Acidic pH 8 | No Preservatives

<sup>^</sup> Lasts several hours during the day and up to 8 hours while sleeping

Direct Patients to  
**\$2-Off Coupon**



bit.ly/36SOVgi



Order OraCoat® XyliMelts® Stick-on Melts™ from your wholesaler now

questhealthcare.net/xylimelts

Coppertone.

VOTED #1 MOST TRUSTED SUNSCREEN  
BRAND BY AMERICAN SHOPPERS\*



Coppertone Sport SPF 50 Spray 5.5 oz UPC: 072140027643  
Coppertone Sport SPF 50 Lotion 7 oz UPC: 072140027476  
Coppertone Complete SPF 50 Spray 5.5 oz UPC: 072140032036  
Coppertone Complete SPF 50 Lotion 7 oz UPC: 072140032050

ORDER FROM YOUR WHOLESALER COPPERTONE.COM  
QUESTIONS? 1-800-233-2340

\*based on the 2021 BrandSpark American Trust Study.

NEW

Eucerin®

BEYOND BROAD-SPECTRUM SUN PROTECTION



Eucerin Sun Age Defense SPF 50 Lotion 2.5 oz UPC: 072140032227  
Eucerin Sun Face Oil Control SPF 50 Lotion 2.5 oz UPC: 072140032234  
Eucerin Sun Advanced Hydration SPF 50 Lotion 5 oz UPC: 00072140032258  
Eucerin Sun Advanced Hydration SPF 50 Spray 6 oz UPC: 072140032067

ORDER FROM YOUR WHOLESALER EUCERINUS.COM  
QUESTIONS? 1-800-233-2340



monthyear

Coppertone® Sport SPF 50 Spray 5.5 oz



NEW ITEM 2022

Eucerin® Sun Advanced Hydration SPF 50 Spray 6oz  
Eucerin® Sun Age Defense SPF 50 Lotion 2.5 oz



NEW ITEM 2021

Coppertone® Complete SPF 50 Spray 5.5oz  
Coppertone® Complete SPF 50 Lotion 7oz



NEVER OUTS™

OraCoat® XyliMelts® Dry Mouth Mild Mint 40ct

monthyear



# Senokot®

FAMILY OF PRODUCTS



NATURE. SCIENCE. RELIEF.®

**Senokot® will drive incremental category sales¹ —  
be sure to carry our innovative forms!**

With our expanded line-up,  
Senokot® is available in 5 formulations to meet consumers' needs.

Product	UPC	Product	UPC
Senokot® Dietary Supplement Laxative® Gummies, Mixed Berry 60ct	3-67618-319-60-4	Senokot® Extra Strength 12ct	3-67618-120-12-5
Senokot® Dietary Supplement Laxative® Gummies, Blueberry/Pomegranate 60ct	3-67618-331-60-6	Senokot® Extra Strength 36ct	3-67618-120-06-4
Senokot® Dietary Supplement Laxative® Tea 20ct	3-67618-332-20-7	Senokot-S® Dual Action 10ct	3-67618-310-01-4
Senokot® Regular Strength 20ct	3-67618-300-20-6	Senokot-S® Dual Action 30ct	3-67618-310-30-4
Senokot® Regular Strength 50ct	3-67618-300-50-3	Senokot-S® Dual Action 60ct	3-67618-310-60-1
Senokot® Regular Strength 100ct	3-67618-300-10-7		

For more information visit  
**Senokot.com**

\*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.

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MR-07801 - 2/22

¹Nielsen L4 Wks W/E 1/23/22

# 2022 GOAL PLANNING



Earlier in the year we asked what your pharmacy goals were for the year.  
**Here are the TOP FOUR goals:**

- 1 ✓ Identify ways to compete against big box stores and Amazon
- 2 ✓ Start a year-round immunization program
- 3 ✓ Change endcaps more frequently
- 4 ✓ Optimize workflow

Stay tuned for content related to these topics in upcoming issues of **IN.depth Category Spotlight!**

**Request a retail strategy session**  
with one of our experts  
Email: [IN.depth@hamacher.com](mailto:IN.depth@hamacher.com)



## ORAL CARE >>>>

The Oral Care category ranks **7th** in both dollars and unit volume¹

### 3 KEY ORAL CARE TRENDS



#### NATURAL PRODUCTS

Natural products are outpacing growth of other products in the category and will continue to drive trade-up.



#### RECYCLED MATERIALS

More manufacturers are using recycled packaging and introducing reusable attributes such as manual toothbrushes with reusable handles and replacement heads.



#### SENSITIVITY/GUM CARE

These products continue to drive sales in drugstores with a medicinal focus.

1. HRG Tri-PAC™ Data 52 weeks ending 02/28/2022

**Watch these category-shaping trends, and refresh your department to reflect recent advancements in oral care.**



monthyear



monthyear



did you know?

# JUNE IS PTSD AWARENESS MONTH



THERE ARE ABOUT **8 MILLION**  
PEOPLE IN THE UNITED STATES  
WITH POST-TRAUMATIC STRESS DISORDER  
(PTSD), BUT MANY DON'T GET THE  
HELP THEY NEED

During PTSD Awareness Month, your pharmacy  
can help raise awareness about the many  
treatment options and resources.

## HERE ARE SOME WAYS TO GET STARTED:



MAKE THE PLEDGE  
TO RAISE PTSD  
AWARENESS



SPREAD THE WORD IN-STORE,  
ON YOUR WEBSITE, AND VIA  
SOCIAL MEDIA



PARTNER WITH THE  
NATIONAL CENTER FOR PTSD



DISCOVER PTSD  
RESOURCES



UNDERSTAND PTSD  
TREATMENTS

For a plethora of digital resources you  
can use in your pharmacy practice, visit:

[ptsd.va.gov/PTSD/understand/awareness/index.asp](https://ptsd.va.gov/PTSD/understand/awareness/index.asp)





timely topic

# Keep Kids active

THE END OF THE SCHOOL YEAR IS DRAWING NEAR. KIDS IN YOUR COMMUNITY WILL BE GOING OFF TO DAY CAMPS, SPORTS CLUBS, AND OTHER OUTDOOR ACTIVITIES. SUPPLY THE ITEMS THEY NEED TO STAY SAFE AND HEALTHY, PLUS A FEW ITEMS FOR SUMMER FUN!

Here are some ideas to get you started  
on an Active Kids Summer Endcap:

- » BUG SPRAY
- » BANDAGES
- » SUNSCREEN
- » AFTER SUNCARE
- » ANTI-ITCH PRODUCTS
- » WATER BOTTLES
- » HEALTHY SNACKS
- » WATER BALLOONS, CHALK, PAILS & SHOVELS, ETC.

ALSO, CONSIDER HOSTING A KID'S EVENT AT YOUR PHARMACY OR A NEARBY PARK TO SHOW YOUR COMMITMENT TO KEEPING KIDS ACTIVE AND HEALTHY.

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

- June Category Spotlight:  
Medicine Chest
- July Category Spotlight:  
Trends & Self Care
- Aug. Category Spotlight:  
Cold, Flu & Pain Relief

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UMS



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NOTE: Items identified with a star rating (★, ★★, ★★★, ★★★★) were objectively evaluated within the past 12 months by HRG's analysis in support of the national TEMPS® program. Never Out® 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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