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Category Spotlight  june 2022

medicine chest



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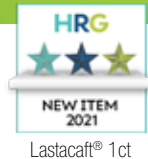
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*Data on file

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COUNSELING PAIN

As a pharmacist, you have the chance to help patients manage their back pain with proper OTC treatment recommendations, when needed.

Back Pain: Back pain most commonly comes from overactivity, disk injury, or spina stenosis. It's important for patients to talk to their healthcare provider to both assess the pain they're experiencing, as well as receive guidance on the type of treatment they need for their back pain, so they can find themselves on a path towards recovery. Each patient is different, and their treatment will vary. If your patient asks you for an OTC recommendation, **Advil** offers many effective options.

OA Joint Pain: Osteoarthritis (OA) is the most common chronic condition of the joints.¹ It occurs when cartilage between joints breaks down and leads to pain, stiffness, and swelling. OA pain calls for personalized relief. According to the most recent American College of Rheumatology (ACR) OA treatment guidelines, healthy habits like exercising and losing excess weight are first-line defenses against OA. The ACR also strongly recommends topical and oral nonsteroidal anti-inflammatory drugs (NSAIDs) for first-line relief of OA pain.² Consider a topical NSAID like **Voltaren Arthritis Pain gel** prior to use of oral NSAIDs based on low systemic exposure.[^]

Headaches & Migraines: Headaches and migraines affect up to 22% of adults around the world. Once symptoms occur, medication may be less effective than if taken earlier in the attack. Therefore, it's important that patients recognize the signs of an oncoming migraine and possible causes to catch it earlier.⁴ Headache Management depends on your patient's diagnosis and symptoms.⁵ Headaches can be prevented by eliminating potential triggers; lack of sleep, certain foods, and stress can trigger headaches.⁶ Options for headache and migraine relief include cold or hot compresses, as well as over-the-counter medications.⁵ Recommend **Excedrin Migraine** as first-line therapy in the treatment of migraine.⁷

See ad on next page

[^]Use as directed. These products contain NSAIDs and should not be taken together. Please instruct your patients to adhere to and follow the product labelling instructions and to contact you or GSK Consumer Health for further guidance on appropriate use. 1. Centers for Disease Control and Prevention. Osteoarthritis (OA). cdc.gov/arthritis/basics/osteoarthritis.htm. Page last reviewed May 4, 2020. Accessed May 7, 2020. 2. Kolasinski SL et al. 2019 American College of Rheumatology/Arthritis Foundation guideline for the management of osteoarthritis of the hand, hip, and knee. Arthritis Care Res. 2020;72(2):149-162. 3. GSK data on file. GSK GPI 4, February 2020. 4. Headache Categories. National Headache Foundation. https://headaches.org/2007/11/19/headache-categories/ Accessed 12/4/2020. 5. Headaches: Treatment depend on your diagnosis and symptoms. Mayo Clinic. mayoclinic.org/diseases-conditions/chronic-daily-headaches/in-depth/headaches/art-20047375. Accessed 12/1/2020. 6. Lipton RB, Stewart WF, Ryan RE Jr, Saper J, Silberstein S, Sheftell F. Efficacy and safety of acetaminophen, aspirin, and caffeine in alleviating migraine headache pain: three double-blind, randomized, placebo-controlled trials. Arch Neurol. 1998;55(2):210-217. 7. Silberstein SD, Armellino JJ, Hoff man HD, et al. Treatment of menstruation-associated migraine with the nonprescription combination of acetaminophen, aspirin, and caffeine: results from three randomized, placebo-controlled studies. Clin Ther. 1999;21(3):475-491.



93% of the global population experienced "everyday" pain within the last 12 months.³



OA affects more than 30 million US adults.¹



Migraine headaches are more common in women than men by a factor of 2:1 due to hormonal influences.⁴



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‡ Data on file

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References: 1. LIV Health, January 2020 2. Niacin deficiency may result in confusion/memory loss



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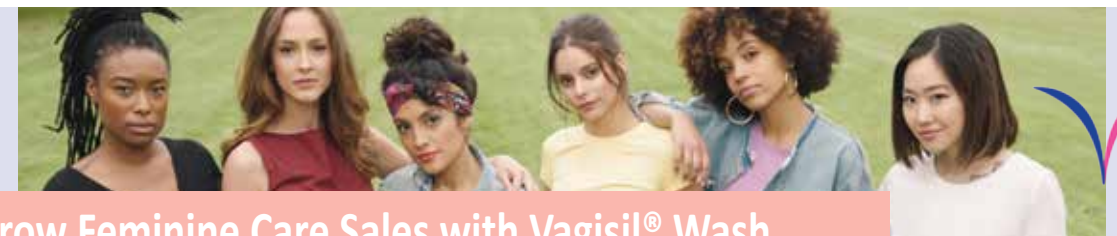
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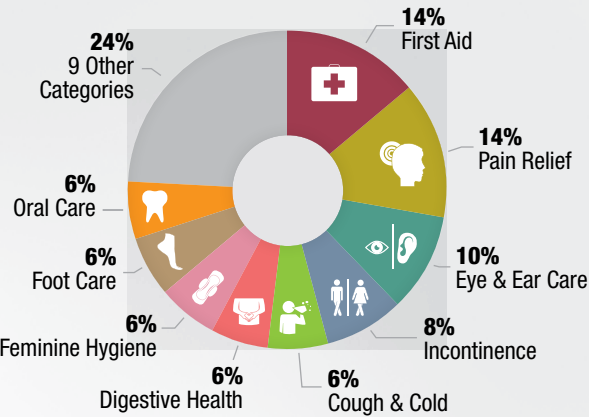
timely topic

Outstanding Innovation

Later this summer, *Drug Store News* will release HRG's annual "Future 50"—a look at stand-out new products that hit store shelves in 2021.



TOP CATEGORIES FOR NEW ITEMS



Watch for the article and make sure these stand-out items are on your store shelves!

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

- Jul. Category Spotlight: Trends & Self Care
- Aug. Category Spotlight: Cold, Flu & Pain Relief
- Sep. Category Spotlight: Chronic Conditions

did you know?

JULY IS

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MONTH

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