

IN.depth

independent pharmacy publications

Category Spotlight



july 2022



trends &
self care



If you are
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up, no need to
respond!

Sign up now to receive *IN.depth Product Sampler* boxes automatically!



Our next *IN.depth Product Sampler* takes place in October.

SIGN UP BY AUGUST 31, 2022

IN.depth Product Sampler offers

- ✓ Education about new and innovative products
- ✓ Increased engagement with your front-end customers when you share the samples
- ✓ The opportunity to test products yourself before recommending to your customers
- ✓ Increased communication between your store and the manufacturers



Fax Back this Form

to: 414-355-1032

or

Fill Out Online

hamacher.com/indie-pharmacy-retailers/#form

(All info is required)

Pharmacy Name _____ Your Name _____

Pharmacy Street Address _____

City _____ State _____ ZIP _____

Phone # _____ Fax # _____

Pharmacy Email _____

NCPDP # _____

Please note: HRG shares your pharmacy name, address, and phone number with the manufacturers who participate in future *IN.depth Product Sampler* issues to help support your business and create the connection between you and the participating brands. *IN.depth Product Sampler* will be sent out bi-annually.

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DIFFERIN®

DISCOVER NEW DERMATOLOGIST DEVELOPED SKINCARE

For Body

Removes oil & impurities while soothing skin



ACNE-CLEARING BODY WASH
10 oz: 302994131006

For Body

Treats & prevents body acne in hard-to-reach areas



ACNE-CLEARING BODY SPRAY
6 oz: 302994132003

For Face

Absorbs surface oil while gently softening & hydrating



DAILY OIL-FREE HYDRATING CLEANSER
6 oz: 302990221084

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



#1 DOCTOR RECOMMENDED
SENSITIVE SKINCARE BRAND

INTRODUCING NEW WAYS TO IMPROVE THE RESILIENCE OF SENSITIVE SKIN

HYDRATING FOAMING CREAM CLEANSER
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Cleanses & hydrates without drying skin's barrier

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1.7 oz: 302990117073



Clinically proven to provide 72-hour hydration

ECZEMA ITCH RELIEF GEL
2 oz: 302994129003



Instantly soothes eczema-prone skin for long-lasting relief

ECZEMA FLARE-UP RELIEF CREAM
8 oz: 302994127009



ECZEMA SOOTHING MOISTURIZER
10 oz: 302994128006



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



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Cetaphil® Eczema Soothing Moisturizer 10oz

Differin® Acne-Clearing Body Spray 6oz



Differin® Daily Oil-Free Hydrating Cleanser 6oz
Differin® Acne-Clearing Body Wash 10oz
Cetaphil® Deep Hydration Water Gel 1.7oz
Cetaphil® Eczema Itch Relief Gel 2oz
Cetaphil® Eczema Flare-Up Relief Cream 8oz

NEW!



More Moisture For Contact Lenses¹

Introducing Biotrue® Hydration Plus Multi-Purpose Solution



Enhanced to keep **MORE MOISTURE** on contacts¹



Excellent cleaning & disinfection



Up to 20 hours of moisture²



All day comfort

¹For 12 hours compared to Biotrue Multi-Purpose Solution, based on a laboratory study.
²Based on a laboratory study.

Discover our extended line of Biotrue® products at

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

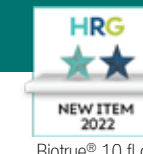
Contact your drug wholesaler today to order Biotrue Hydration Plus Multi-Purpose Solution

3-10119-03996-0 – 4 fl oz (118 mL)

3-10119-03997-7 – 10 fl oz (296 mL)

3-10119-03998-4 – 2 x 10 fl oz (592 mL)

Biotrue is a trademark of Bausch & Lomb Incorporated or its affiliates.
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Biotrue® 10 fl oz



Biotrue® 4 fl oz

BAUSCH + LOMB



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SAME Rx STRENGTH EYE ALLERGY ITCH RELIEF Now Available Over The Counter

ONE DROP LASTS ALL DAY*

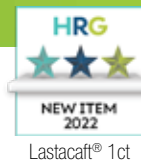
- Effective at 3 minutes
- 2X the amount per bottle than PATADAY®†

Order from your wholesaler today!
300234291053 1ct (60 day)
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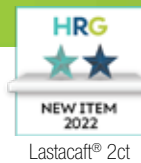
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US LAs 220085 05/22



Lastacraft® 1ct



Lastacraft® 2ct

Softsoap® Stock the Most Trusted Liquid Hand Soap Brand*



TOP SELLERS

Liquid Hand Soap 7.5oz - Juicy Peach	035000993953	Antibacterial 11.25oz - Crisp Clean	074182445713	Aquarium Series 7.5oz	074182268008
Soothing Clean 7.5oz - Aloe Vera	074182450960	Antibacterial 11.25oz - Fresh Citrus	074182450960	Fresh Breeze 7.5oz	074182270933

*1/4. Kantar Northstar KPI Monitor, 1H 2020

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2x more
potent than
the leading
competitor^

Delicious
taste
kids love



^data on file

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CONTAINS THE DOCTOR PREFERRED PROBIOTIC STRAIN FOR REGULARITY**



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033674102947

033674102930

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.

Benefit-driven innovation for your vitamin aisle



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

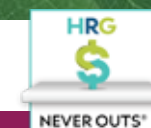
feelalive.com

Order from your wholesaler now



*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



Sambucus® Elderberry Gummies 60ct

NATURAL
PRODUCT

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HELP PATIENTS LIVE LIFE WITH LESS NERVE DISCOMFORT*†

FROM THE WORLD'S #1 SELLING NERVE CARE COMPANY‡



NERVE RELIEF

- Reduces nerve discomfort by over 50%*†
- Starts working in as little as 14 days**^
- Alpha lipoic acid promotes healthy blood flow that supplies nerves with nutrients*†
- B Complex vitamins nourish nerves, enhance neurotransmission, and build nerve insulation*

†Helps with occasional nerve aches, weakness, & discomfort due natural changes in nerves with aging. ‡Nicholas Hall's global CHC Database, DB6, 2019 value sales at MSP. ^With daily use.



Order Nerve from your wholesaler

nervehealth.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.

Anti-Aging Products HOLD STRONG APPEAL WITH BOOMERS



Products They Love

- Wrinkle creams
- Facial moisturizers
- Age spot treatments
- Facial treatments with SPF

BABY BOOMERS

- ✓ The most wealthy and influential generation¹
- ✓ Hold 43.4% of economic influence¹
- ✓ Ideal consumers of anti-aging products

On-Trend Ingredients

- Hyaluronic acid
- Niacinamide
- Peptides
- Vitamin C
- Ceramides

Shelve anti-aging products together to drive sales in your skin care aisle.

1. Visual Capitalist: Ranking U.S. Generations on Their Power and Influence Over Society - www.visualcapitalist.com/ranking-u-s-generations-on-their-power-and-influence-over-society



timely topic

did you know?

IT'S ALMOST BACK TO SCHOOL TIME

This fall, appeal the parents in your community by stocking back-to-school items. While you likely can't carry all the supplies students need, **try creating and endcap with the following:**

- local school supply lists
- pencils, notebooks, scissors
- school spirit wear
- bandages, lice products, wart removers, hand sanitizer, lip balm
- backpack keychains (lip balm holders, mini fidget toys, emojis, plushies)

» Run a special promotion during this time encouraging back-to-school shoppers to switch their prescriptions.

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

- Aug. Category Spotlight: Cold, Flu & Pain Relief
- Sep. Category Spotlight: Chronic Conditions
- Oct. Product Sampler

OTC GUIDE 2022 IS LIVE!

The **PHARMACY TIMES® OTC Survey** collects data on the OTC brands pharmacists recommend most frequently. OTC Guide features an easy-to-use format that provides pharmacists with OTC product information at their fingertips.

This year the survey covered 15 distinct category groupings (spanning 149 therapeutic areas), including:

- › Cold, Cough, and Allergy
- › Pain and Inflammation
- › Diabetic Healthcare
- › Pediatrics
- › Diagnostics
- › Gastrointestinal
- › Durable Goods
- › Topicals
- › EENT
- › Vitamins and Dietary Supplements
- › Family Planning
- › Women's Health
- › First Aid
- › Oral Care
- › Other

PLEASE VISIT PHARMACY TIMES FOR MORE INFORMATION.

bit.ly/39uLxtP



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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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HRG



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