

2023 IN.depth SCHEDULE



JANUARY

New Items & Innovations

FEBRUARY

Sun, Skin, First Aid

MARCH

Seasonal Solutions

APRIL

Product Sampler

MAY

Personal & Self Care

JUNE

Medicine Chest

JULY

Trends & Self Care

AUGUST

Cold, Flu & Pain Relief

SEPTEMBER

Chronic Conditions

OCTOBER

Product Sampler

NOVEMBER

Wellness & Self Care

DECEMBER

Essentials for Health



WHAT TO EXPECT

- ✓ Scannable barcodes for easy ordering
- ✓ Free samples
- ✓ More QR codes and education
- ✓ Surveys and special offers

Capture Profits from Furry Customers

The billion-dollar pet wellness business is **BOOMING!** 

Add Pet Care to your front end by offering:

- 🐾 Brushes, nail clippers, tick removers
- 🐾 Toys, treats
- 🐾 Shampoo, toothpaste, supplements
- 🐾 Pet wipes, waste-disposal bags

Ways to Promote:

- 🐾 Window signage
- 🐾 Bag stuffers
- 🐾 Shelf talkers
- 🐾 Staff buttons
- 🐾 Contests



Ask your wholesaler or buying group if they offer a pet care program!



#1 HAND CREAM BRAND IN AMERICA*



WORKING HANDS®

Heals, relieves, and repairs extremely dry, cracked hands



722510029004



GUARANTEED RELIEF

Makes a difference you can feel within days

Instantly boosts moisture levels

Safe for diabetics

Non-greasy, unscented, hypoallergenic

For best results, apply after hand washing, after bathing, and at bedtime, as these are the most effective times for moisturizing extremely dry skin.

Order from your wholesaler, or direct by calling 1-800-275-2718

www.OKeefesCompany.com



O'Keeffe's® Working Hands® Jar 2.7oz

SEA-BAND®
Nausearelief
A Drug Free Answer to Nausea

Clinically Proven | Highly Effective | Safe



008727000013



008727000037

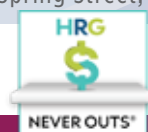
Provides fast relief of nausea caused by:

- Motion and travel
- Morning sickness
- Chemo treatment
- Anesthesia
- Migraines
- Anxiety

See the full line of acupressure wristbands, ginger gum/lozenges, and aromatherapy rollettes at sea-band.com

Contact Your Wholesaler to Order

Sea-Band International | 205 Spring Street, Newport, RI 02840 | 401-848-2010



Sea-Band® Acupressure Band

Colgate®

A FRESH NEW LOOK COMING SOON

✓ Modernized logo, simpler pack to improve ease of shopping

✓ Stronger 24 hour protection claim

✓ Improved efficacy perceptions - ADA seal & claim



CURRENT

NEW for 2023



| Product | UPC |
|-------------------------|--------------|
| Total Whitening Paste | 035000463852 |
| Total Clean Mint | 035000463777 |
| Total Deep Clean | 035000984920 |
| Peppermint 1L Mouthwash | 035000671233 |
| Gum Health 1L Mouthwash | 035000671547 |



OPTIC WHITE®



035000993397



035000993380



035000993403

• Contains 5% hydrogen peroxide, our highest level in an OTC whitening toothpaste

• Removes 15 years of stains*



Tooth Whitening



Enamel Protection



Cavity Prevention



Polishes Away Surface Stains



Freshens Breath

*when brushing twice daily for two weeks

CONTACT YOUR WHOLESALER TO ORDER

COLGATE-PALMOLIVE

www.colgate.com

Questions? Email: ColgateDrug@Salelytics.com



Colgate® Total Whitening Paste
Colgate® Total Clean Mint

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The Diabetic Tussin® Difference

Specifically Formulated For People With Diabetes

- Relief from mucus, cough, and chest congestion
- Made without sugar, alcohol, sodium, sorbitol, fructose, gluten, or dyes



760569064041

760569062047

Use as directed.

Offer the brand your diabetic patients can trust.

UNLEASH A FORCE OF NATURE ON PAIN.

BODY PAIN



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FOOT PAIN



760569556027

DiabetAid®

Soothes discomfort associated with diabetic neuropathy in hands and feet

363736345006



Give patients a natural pain relief option.

Use as Directed.

Stock a topical pain reliever made for people with diabetes.

Use as Directed.

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diabetictussin.com | zostrix.com | prestigebrands.com

PrestigeConsumer
HEALTHCARE

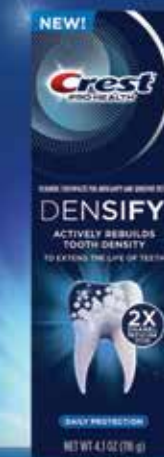


Diabetic Tussin® Max Strength Berry 8 fl oz
Diabetic Tussin® Cherry 8 fl oz

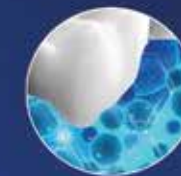


GOES BEYOND THE BRUSH TO EXTEND THE LIFE OF TEETH[^]

PROVIDES 2x BETTER MINERAL DENSITY PROTECTION FROM EROSION vs regular sodium fluoride toothpaste



030772016787



PROTECTS enamel from caries-causing bacteria



ENHANCES remineralization^{*}



SHIELDS teeth to protect minerals & help prevent acid

Recommend Crest® Pro-Health Densify™ for healthy, stronger teeth

[^]Strengthens weakened enamel and prevents cavities.

EXPERTISE YOU CAN TRUST

EFFICACY TO BELIEVE IN

EXPERIENCE PATIENTS LOVE

crest.com

HELP PATIENTS LIVE LIFE WITH LESS NERVE DISCOMFORT[†]

FROM THE WORLD'S #1 SELLING NERVE CARE COMPANY[†]

TARGETS MULTIPLE NERVE PAIN RECEPTORS



030772042892



030772042885

nervehealth.com



FORMULATED FOR MAXIMUM STRENGTH

[†]Helps with occasional nerve aches, weakness, & discomfort due to natural changes in nerves with aging. [†]Nicholas Hall's global CHC Database, DB6, 2019 value sales at MSP.

^{*}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 today.

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Nerve® Pain Relieving Cream 3oz
Nerve® Pain Relieving Liquid Roll-On 2.5oz
Crest® Pro-Health Densify

november 2022

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RECOMMEND EUCERIN® & AQUAPHOR® FOR YOUR PATIENT'S **MANY** SKINCARE NEEDS



UPC: 072140634827

Goes beyond Ceramides to improve and sustain the skin's moisture barrier

Provides 2X Skin's Moisture²

FORMULATED WITH

NMF NATURAL MOISTURIZING FACTORS
UREA, SODIUM LACTATE & MORE

HUMECTANTS
Attracts and binds water
Replenishes skin's moisture reserves

CERAMIDE-3
LIPID REPLENISHER & SKIN CONDITIONER

Important barrier lipid
Helps restore and fortify the skin's moisture barrier

EUCERIN® ADVANCED REPAIR PROVIDES STATISTICALLY SIGNIFICANT IMPROVEMENT IN SKIN HYDRATION

- Eucerin Advanced Repair Lotion demonstrated statistically superior hydration after 10 days of daily use vs. CeraVe Moisturizing Cream¹
- Non-comedogenic

1. Data on File 2. Vs. baseline after 5 days of twice daily usage. 2X Skin's Moisture only applies to Advanced Repair Lotion.



UPC: 072140031275

Help the skin with a formula enriched with 30% Petrolatum | Avocado Oil & Shea Butter | Glycerin, Panthenol & Bisabolol
(Skin Protectant)

- ✓ PROTECTS
- ✓ HELPS HEAL
- ✓ HYDRATES

NEW

FOR PATIENTS SEEKING A PRODUCT THAT:

- ✓ IS PORTABLE FOR ON-THE-GO ACTIVITIES
- ✓ HELPS PREVENT SKIN FROM CHAFING
- ✓ HELPS PROTECT, HEAL & SOOTHE DRY, CHAPPED & CHAFED SKIN
- ✓ HYPOALLERGENIC & FREE FROM PARABENS & FRAGRANCE

A PERFECT MESS-FREE, ON-THE-GO
SKIN SOLUTION FOR



PREVENT CHAFING



DRY, CRACKED SKIN



FRICION & MINOR BURNS



CRACKED HEELS & FEET

Beiersdorf

ORDER FROM YOUR WHOLESALER AquaphorUS.com | EucerinUS.com

QUESTIONS? CALL 1-800-233-2340



Aquaphor® Healing Balm Stick 0.65oz

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All-Day Hold Without the Ooze and Mess!

75% STRONGER
VS. THE LEADING
DENTURE PASTE¹



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011509001634

011509002051

011509002068

011509065070

011509065087

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

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

1. Data on file

JUST FOR MEN®

The #1 trusted men's hair and beard color brand

NEW

SHADE SELECTOR AVAILABLE
AT JUSTFORMEN.COM

GRADUAL GRAY REDUCTION



SHAMPOO

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COMING
SOON

2-IN-1

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Aquaphor® Healing Balm Stick 0.65oz

november 2022



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OTC COUGH & COLD BRAND. ^



chest congestion

12 hour chest congestion relief. Thins and loosens mucus.

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cough & chest congestion

12 hour chest congestion relief plus quiets wet and dry cough.

363824056203



sore throat

Clinically proven to start working in seconds and last for hours. ^

363824215723 Alpine Mint
363824215709 Honey



cold & flu

Powerful multi-symptom relief, day or night.

363824020662 Day
363824995144 Night

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^Data on file



Mucinex® DM 12 Hour
Mucinex® 12 Hour



DERMATOLOGIST
RECOMMENDED
— FOR SENSITIVE SKIN —

WE DO SKIN
YOU DO YOU

Protects from dryness and maintains the natural skin barrier.

NEW



Hydrating Foaming
Cream Cleanser
16 oz (302990117097)
Soothes with
prebiotic aloe



Gentle Skin
Cleanser
16 oz (302990110227)
Actively hydrates
while cleansing



Moisturizing
Cream
16 oz (302993917564)
Clinically proven
48-hour hydration



Moisturizing
Lotion
16 oz (302990241334)
Instantly soothes
and hydrates



Advanced Relief
Lotion
16 oz (302993914280)
Nourishes and
smooths roughness



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Discover What's New With DIFFERIN®



New Look
Same Formula

Adapalene Gel 0.1%
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Start to see results
in as little as 1 week



NEW Daily Oil-Free
Hydrating Cleanser
6 oz (302990221084)

Rebalances, softens,
and hydrates skin

NEW Acne-Clearing
Body Spray
6 oz (302994132003)

Treats acne in
hard-to-reach areas

NEW Acne-Clearing
Body Wash
10 oz (302994131006)

Penetrates deep to
remove oil and impurities

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Cetaphil® Moisturizing Lotion 16oz
Cetaphil® Gentle Skin Cleanser 16oz



Differin® Acne-Clearing Body Spray 6oz



Differin® Daily Oil-Free Hydrating Cleanser 6oz
Differin® Acne-Clearing Body Wash 10oz

november 2022

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Keeping eating under control is one of the key strategies when avoiding additional calories during the holidays.



TIPS FOR PATIENTS¹

- BE ACTIVE
- WATCH PORTION SIZES
- CONTROL STRESS LEVELS
- LIMIT LIQUID CALORIES
- KEEP MEALS BALANCED
- PRACTICE MINDFUL EATING

Encourage patients to lose holiday weight as quickly as possible so bad habits don't get carried over throughout the year.

1. www.healthline.com/nutrition/tips-to-avoid-holiday-weight-gain

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timely topic

HOST AN

ARTISAN FAIR

CONNECT TO YOUR COMMUNITY THIS HOLIDAY SEASON BY HOSTING A LOCAL ARTISAN FAIR. INVITE LOCAL MAKERS AND ARTISTS TO HOST TABLES IN YOUR STORE.

CREATE A COMFORTABLE EXPERIENCE THAT STIMULATES ALL FIVE SENSES:

SIGHT
artwork & pottery



TASTE
samplings



SMELL
soaps, oils, candles



SOUND
local bands, music



TOUCH
jewelry, textiles, handbags



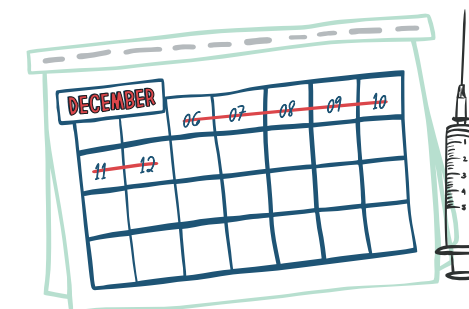
Distribute pharmacy coupons to each vendor to share with customers as a way to bring them back for a future purchase.

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?

NATIONAL FLU VACCINATION WEEK IS DECEMBER 6-12



National Flu Vaccination Week serves to remind people that there is still time to get a flu vaccine to prevent illness and potentially serious complications.

Encourage all patients 6 months and older to get their annual flu vaccine, whether or not your pharmacy offers them.

DOWNLOAD FREE MATERIALS FROM THE CDC:

- » Social Media Content
- » News Release Template
- » Patient Reminder Messages
- » Printable Poster & Flyer
- » Newsletter Blurb
- » Print Materials
- » Infographics



cdc.gov/flu/resource-center/nivw/activities.htm



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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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independent pharmacy publications

Category Spotlight



november 2022

wellness & self-care

