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# IN.depth

independent pharmacy publications

Category Spotlight

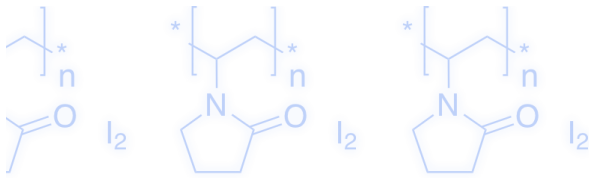


january 2023

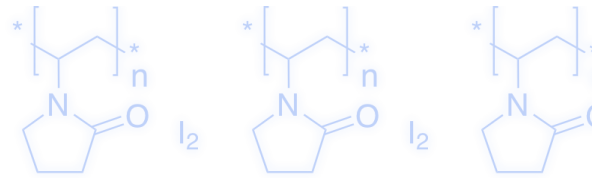


**new items &  
innovations**

**HRG** HAMACHER  
RESOURCE  
GROUP



**CofixRX™**  
Nasal Spray



## CofixRX Belongs in Every Pharmacy

**NEW LOOK**  
SAME FORMULA



CofixRX is an FDA-cleared **antiviral nasal spray** proven to boost the immune system and help protect against germs and pathogens in the nasal passage – ultimately reducing the likelihood of infection or transmission.

- Povidone Iodine has been used by doctors for decades as an effective antiseptic/antipathogen
- Reduces the viral load
- Designed to work synergistically with masks, social distancing, and vaccination

## Pharmacists Love CofixRX

“CofixRX has been the **easiest-selling item** and the best item for our patients. The pharmacists love to work with it, the patients know they’re getting results. **You can’t find a better product.**”

– Bobbie B. Medicap Pharmacy Raleigh, NC

Learn more



cofixrx.com

- ✓ 50% Margins
- ✓ Bundles well with at-home tests
- ✓ Counter displays and educational marketing materials included with every order
- ✓ Online map drives new customers



**Order direct at: [healthpro.cofixrx.com/order/hamacher](https://healthpro.cofixrx.com/order/hamacher)  
or call 1-855-88COFIX (882-6349)**

Not intended to mitigate, prevent, treat, diagnose, or cure COVID-19 or other Viruses. Not intended to be a substitute for vaccines or other approved therapeutics.

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january 2023



**Nestlé**  
HealthScience

# Wellness & Nutrition for You



IBgard: †Among gastroenterologists who recommended peppermint oil for abdominal comfort, June 2022.  
 Sundown™: Clean defined as all products Non-GMO, and free of gluten, wheat, dairy, lactose and artificial flavors.  
 Nuun: Electrolyte levels based on the ratio of Sodium, Chloride, Potassium in our products. See Nuunlife.com/electrolytes. Nuun is a registered trademark.  
 Osteo Bi-Flex® Triple Strength: †Based on three human studies with 5-LOXIN ADVANCED® where subjects rated their joint health improved within 7 days, and continued to improve throughout the duration of the studies. 5-LOXIN ADVANCED® is a registered trademark of PLT Health Solutions - Laila Nutraceuticals, LLC, U.S. Patent #8,551,496 and patents pending. Based on the results of the Pharmacy Times Survey of Pharmacists' OTC Recommendations who recommend a "joint health" dietary supplement, 2021-2022. ‡Refers to level of Glucosamine HCl per tablet compared to Regular Strength. INDIVIDUAL RESULTS MAY VARY.  
 \*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.  
 †Source: IRI Total US-Multi Outlet: Latest 52 weeks ending 8/21/22.  
 ‡Ester-C is a registered trademark of the Ester-C® company.  
 All trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland. © 2022 Nestlé

**Eucerin® Aquaphor®**

## DERMATOLOGIST RECOMMENDED BRANDS FOR MANY SKINCARE NEEDS

### FOR VERY DRY SKIN

ENRICHED WITH  
NATURAL MOISTURIZING  
FACTORS + CERAMIDES  
TO HELP SKIN  
RETAIN MOISTURE



UPC: 072140634827

### FOR DULL, ASHY SKIN

ENRICHED WITH ALPHA  
HYDROXY TO HELP  
GENTLY EXFOLIATE



UPC: 072140110161

### FOR TARGETED AREAS

CLINICALLY PROVEN TO  
RESTORE SMOOTH,  
HEALTHY SKIN



UPC: 072140636081

### FOR ON-THE-GO

HELPS HEAL DRY,  
CRACKED SKIN,  
FROM HEAD TO TOE



UPC: 072140019457

**Beiersdorf**

ORDER FROM YOUR WHOLESALER [AquaphorUS.com](http://AquaphorUS.com) | [EucerinUS.com](http://EucerinUS.com) **QUESTIONS?** Call 1-800-233-2340

Aquaphor Healing Ointment may be covered for insurance reimbursement if certain requirements are met.



Osteo Bi-Flex® Triple Strength 80ct  
Optimal Solutions Hair, Skin & Nails Gummies 80ct



Aquaphor® Advanced Therapy 14oz Jar

january 2023

january 2023



# PROFIT FROM SALES TO PATIENTS & CAREGIVERS

EFFECTIVE, HOSPITAL-QUALITY PERSONAL HYGIENE FROM HEAD TO TOE

- Leaves skin clean, refreshed, and moisturized
- Can also be used as perineal cleanser
- No water required

Perfect when there is a lack of facilities, physical limitation, discomfort, or fear of bathing.

Visit [CleanLifeProducts.com](http://CleanLifeProducts.com) to see all the CleanLife/No Rinse products



075244009478  
8oz

075244009485  
Refill

## No Rinse® Foaming Body Wash

For purchase options, contact CleanLife Products at [buynorinsedirect@norinse.com](mailto:buynorinsedirect@norinse.com) or call 800-223-9348



No Rinse® Foaming Body Wash 8 fl oz  
No Rinse® Foaming Body Wash Refill 16 fl oz

january 2023

## QUALITY IMMUNE SUPPORT FROM NATURE\*

Triple action immune blend\*

Premium elderberries

Great tasting

2x more potent than the leading competitor<sup>^</sup>

Delicious taste kids love



<sup>^</sup>data on file

[sambucus.com](http://sambucus.com)

033674104866

033674122853

## CONTAINS THE DOCTOR PREFERRED PROBIOTIC STRAIN FOR REGULARITY\*\*



033674102954

033674102947

033674102930

[fortifyprobiotics.com](http://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



033674159002

033674159026

033674159033

033674159040

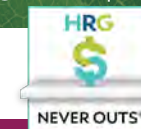
Formulas contain 60-200mg fruit/vegetable powder per serving. Each formula delivers a full-complex of B-vitamins to help convert food into energy.\*

[feelalive.com](http://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

january 2023

NATURAL PRODUCT

# Innovation from Tom's of Maine



## SENSITIVE + WHITENING

- Pain relief in 60 seconds + advanced whitening
- 8x more effective than the leading treatment for sensitivity
- FDA cleared anti-sensitivity technology

035000992970



## KID'S NATURAL FLUORIDE FREE

- First **sparkle** fluoride-free paste
- Sparkle Bubble Berry flavor
- No artificial dyes, flavors or preservatives

827854005025

### Top-Selling SKUs

#### TOOTH PASTE

Product	Size	UPC	Product	Size	UPC
AP & Whitening Peppermint FF Paste	5.5 oz	0-77326-83079-6	Sensitive + Whitening	4.0 oz	0-35000-99297-0
Whole Care Peppermint AC Paste	4.0 oz	0-77326-47017-6	Simply White Clean Mint AC Paste	4.7 oz	0-77326-14806-8
Luminous White Clean Mint AC Paste	4.0 oz	0-77326-47014-5	Botanically Bright Peppermint FF Paste	4.7 oz	0-77326-83213-4
AP & Whitening Peppermint FF Paste (2 Pack)	11 oz	0-77326-44548-8	Silly Strawberry AC Paste	5.1 oz	0-35000-97123-4
Rapid Relief Sensitive FF Paste	4.0 oz	0-77326-83562-3	Silly Strawberry FF Paste	5.1 oz	0-35000-97122-7
PureActiv Teeth + Gum Health Cool Mint AC Paste	4.0 oz	0-35000-99349-6	Toddler Training FF Gel	1.75 oz	0-77326-83377-3

#### ANTI-PERSPIRANTS/DEODORANTS

Product	Size	UPC	Product	Size	UPC
Long Lasting Unscented Deodorant Stick	2.25 oz	0-77326-61425-9	Women's Complete Protection Lemon & Bergamot Deodorant Stick	2.25 oz	0-35000-99457-8
Long Lasting Wild Lavender Deodorant Stick	2.25 oz	0-77326-61225-5	Men's Complete Protection Cedar & Vetiver Deodorant Stick	2.6 oz	0-35000-99455-4
Men's Mountain Spring Deodorant Stick	2.8 oz	0-35000-96842-5	Women's Complete Protection Rose & Vanilla	2.25 oz	0-35000-99456-1
Men's North Woods AP Stick	2.8 oz	0-35000-96723-7	Men's Complete Protection Sandalwood and Vanilla	2.8oz	8-27854-00708-1
Women's Coconut Lavender AP Stick	2.25 oz	0-77326-45779-5	Men's Complete Protection Eucalyptus & Sandalwood Deodorant Stick	2.6 oz	0-35000-99468-4

### CONTACT YOUR WHOLESALE TO ORDER



www.tomsomaine.com Questions? TomsDrug@Salelytics.com



## INTRODUCING PLAQUE PRO-RELEASE BY TOTAL



- ✓ First toothpaste with Stannous Fluoride + Arginine Formula
- ✓ Dissolves and lifts away gum harming plaque
- ✓ Significantly reduces biofilm – in vitro study

75% of people are concerned about plaque<sup>^</sup>



827854006312



827854006329

<sup>^</sup>Kantar Worldpanel Usage, 12me December 2018, Consumer Age 13+ | BASES, July 2021 | ZAPPI, May 2021 | DIGSITE, March 2021

## OPTIC WHITE



035000993397

035000993380

035000993403

- Contains 5% hydrogen peroxide, our highest level in an OTC whitening toothpaste
- Removes 15 years of stains\*



\*when brushing twice daily for two weeks

### CONTACT YOUR WHOLESALE TO ORDER



www.colgate.com Questions? Email: ColgateDrug@Salelytics.com



Plaque Pro Release Whitening 3oz  
Plaque Pro Release Fresh Mint 3oz

NEW ITEM 2023

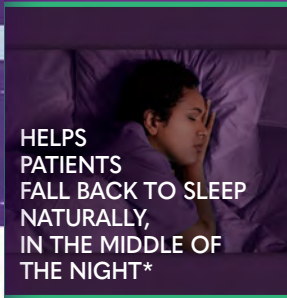


# BETTER SLEEP FOR ALL

FROM  
Vicks  
**ZzzQuil™**  
AMERICA'S  
#1 SLEEP  
BRAND\*\*



323900042810



HELPS PATIENTS FALL BACK TO SLEEP NATURALLY, IN THE MIDDLE OF THE NIGHT\*



323900044586



B-VITAMINS TO HELP SUPPORT CELLULAR ENERGY PRODUCTION\*

HELP PATIENTS MEET THEIR SLEEP GOALS BY RECOMMENDING PURE ZZZS™

\*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.

zzzquil.com

**NO SUGAR**

**VÖOST**  
EFFIZZING AMAZING  
VITAMIN BOOSTS

**LÖW**  
10 CALORIES



030772040409  
Men's Multi



030772040287  
Women's Multi



030772040416  
Vitamin C

OFFER VÖOST EFFERVESCENT VITAMINS TO SHOPPERS  
voostvitamin.com

Order from your wholesaler today.

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# Stop acne in its tracks



New look,  
same formula

Differin Gel, 45 g Tube  
302994920457



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



WE DO SKIN  
YOU DO YOU

DERMATOLOGIST  
RECOMMENDED  
— FOR SENSITIVE SKIN —

## Regimen for fewer eczema symptom flare-ups over time.



ECZEMA  
ITCH RELIEF GEL  
2 oz: 302994129003

ECZEMA FLARE-UP  
RELIEF CREAM  
8 oz: 302994127009

ECZEMA SOOTHING  
MOISTURIZER  
10 oz: 302994128006



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

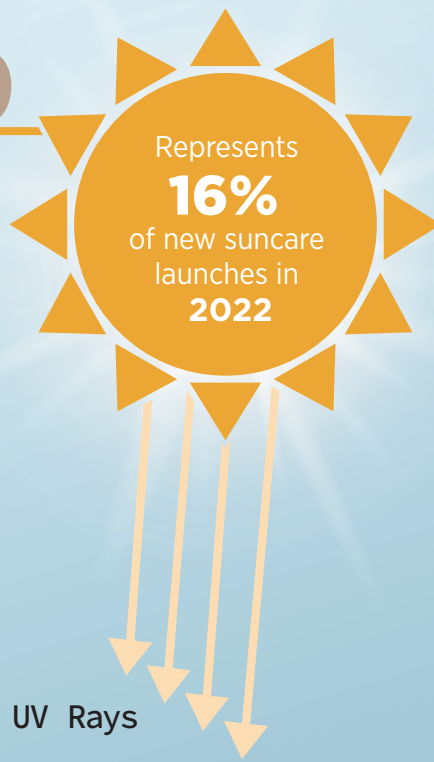


Cetaphil® Eczema Soothing Moisturizer 10oz



Cetaphil® Eczema Itch Relief Gel 2oz  
Cetaphil® Eczema Flare-up Relief Cream 8oz

# Therapeutic Sun Care



definition:

Primary purpose is sun protection, yet have skin-improving or condition-treatment ingredients.

Main Brands	New Ingredients	
<ul style="list-style-type: none"> <li>Eucerin</li> <li>Cetaphil</li> <li>Neutrogena</li> <li>CeraVe</li> <li>Aveeno</li> </ul>	<ul style="list-style-type: none"> <li>Prebiotic oats</li> <li>Hyaluronic acid</li> <li>Humectants</li> <li>Minerals</li> </ul>	<ul style="list-style-type: none"> <li>Vitamin E</li> <li>Antioxidants</li> <li>Ceramides</li> </ul>

New ingredients are great for customers looking to **revive, repair, or protect** their skin from damaging UV Rays

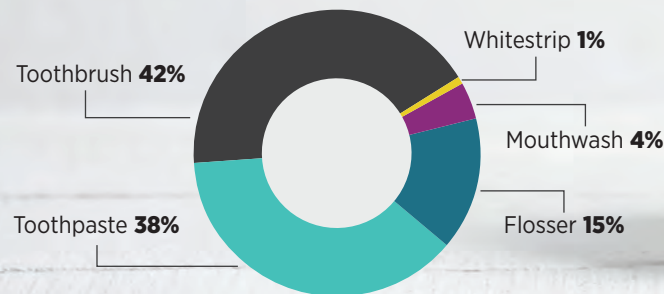
Stock a range of low to high priced items to satisfy customers.

# Charcoal Brings New Interest and Shoppers to the Oral Care Aisle

Removes stains from teeth due to its high absorption capacity

Rids the mouth of bacteria and toxins

Charcoal is present in **five product classifications** in the category, targeting a broader base of potential consumers.



Source: HRG's Tri-PAC™ Data, HRG's New Item Data and IRI Chain Drug data ended 8/31/22

## EASY ORDER GUIDE



UPC	Product Description	UPC	Product Description
0 72140 63608 1	Aquaphor Advanced Therapy 14oz Jar	8 11660 02045 7	NUUN Sport Strawberry Lemonade
0 72140 01945 7	Aquaphor Advanced Therapy 7oz Tube	8 60547 00003 7	Organic Nutrition™ Shake - Creamy Chocolate Fudge
0 41679 94066 2	BOOST High Protein Chocolate	0 30768 03121 3	Osteo Bi-Flex® Triple Strength 80ct
0 50000 41517 5	Carnation Breakfast Essentials Chocolate	0 30768 30417 1	Sundown Adult Multivitamin Gummies 120ct
3 02994 12800 6	Cetaphil Eczema Soothing Moisturizer 10oz	0 35000 99297 0	Tom's of Maine Sensitive + Whitening 4 oz
3 02994 12900 3	Cetaphil Eczema Itch Relief Gel 2oz	8 27854 00502 5	Tom's of Maine Kids Natural Fluoride Free
3 02994 12700 9	Cetaphil Eczema Flare-up Relief Cream 8oz	8 27854 00708 1	Tom's of Maine Men's Complete Protection Sandalwood and Vanilla 2.8oz
8 50018 80537 7	CofixRX Nasal Spray 0.34 fl oz	0 35000 99456 1	Tom's of Maine Women's Complete Protection Rose & Vanilla 2.25 oz
0 35000 99338 0	Colgate Optic White Pro Series Stain Prevention 3oz	0 35000 99349 6	Tom's of Maine PureActiv Teeth + Gum Health Cool Mint AC Paste 4oz
0 35000 99339 7	Colgate Optic White Pro Series Enamel Strength 3oz	0 77326 61225 5	Tom's of Maine Long Lasting Wild Lavender Deodorant Stick 2.25 oz
0 35000 99340 3	Colgate Optic White Pro Series Vividly Fresh 3oz	0 77326 61425 9	Tom's of Maine Long Lasting Unscented Deodorant Stick 2.25 oz
8 27854 00632 9	Colgate Plaque Pro Release Whitening 3 oz	0 77326 45779 5	Tom's of Maine Women's Coconut Lavender AP Stick 2.25 oz
8 27854 00631 2	Colgate Plaque Pro Release Fresh Mint 3 oz	0 35000 97122 7	Tom's of Maine Silly Strawberry FF Paste 5.1 oz
3 02994 92045 7	Differin Acne Treatment Gel 45g	0 77326 83079 6	Tom's of Maine AP & Whitening Peppermint FF Paste
0 25077 16981 8	Ester-C 1000mg 90ct	0 35000 97123 4	Tom's of Maine Silly Strawberry AC Paste 5.1 oz
0 72140 63482 7	Eucerin Advanced Repair Lotion 16.9oz	0 77326 14806 8	Tom's of Maine Simply White Clean Mint AC Paste 4.7 oz
0 72140 11016 1	Eucerin Intensive Repair Lotion 16.9oz	0 77326 83213 4	Tom's of Maine Botanically Bright Peppermint FF Paste 4.7 oz
0 35000 99339 7	FiberChoice Gummy Mix Berry 90ct	0 35000 96842 5	Tom's of Maine Men's Mountain Spring Deodorant Stick 2.8 oz
3 69266 00012 5	IBGARD Capsules 12ct	0 77326 83377 3	Tom's of Maine Toddler Training FF Gel 1.75 oz
0 74312 19377 4	Nature's Bounty Vitamin D5000 IU 150ct	0 35000 99457 8	Tom's of Maine Women's Complete Protection Lemon & Bergamot Deodorant Stick 2.25 oz
0 74312 53545 1	Nature's Bounty Optimal Solutions Hair Skin Nails Gummies 80ct	0 35000 99455 4	Tom's of Maine Men's Complete Protection Cedar & Vetiver Deodorant Stick 2.6 oz
0 33674 15902 6	Nature's Way Alive Men's 50+ Gummy Vitamin 60ct	0 35000 99468 4	Tom's of Maine Men's Complete Protection Eucalyptus & Sandalwood Deodorant Stick 2.6 oz
0 33674 15900 2	Nature's Way Alive Men's Gummy Vitamin 60ct	0 77326 83562 3	Tom's of Maine Rapid Relief Sensitive FF Paste 4 oz
0 33674 15904 0	Nature's Way Alive Woman's 50+ Gummy Vitamin 60ct	0 77326 47017 6	Tom's of Maine Luminous White Clean Mint AC Paste 4 oz
0 33674 15903 3	Nature's Way Alive Woman's Gummy Vitamin 60ct	0 77326 44548 8	Tom's of Maine AP & Whitening Peppermint FF Paste (2 Pack) 11 oz
0 33674 10293 0	Nature's Way Fortify 30B Age 50+ Probiotics	0 35000 96723 7	Tom's of Maine Men's North Woods AP Stick 2.8 oz
0 33674 10294 7	Nature's Way Fortify 30B Daily Probiotics 30ct	0 30772 04040 9	Voost Men's Multi Blueberry Pomegranate 20ct
0 33674 10295 4	Nature's Way Fortify 30B Women's Probiotics 30ct	0 30772 04028 7	Voost Woman's Multi Orange Guava 20ct
0 33674 10486 6	Nature's Way Sambucus Elderberry Gummies 60ct	0 30772 04041 6	Voost Vitamin C Blood Orange 20ct
0 33674 12285 3	Nature's Way Sambucus Elderberry for kids 60ct	3 23900 04281 0	Vicks Pure Zzzs Back to Sleep 24ct
0 75244 00947 8	No Rinse Foaming Body Wash 8oz	3 23900 04458 6	Vicks Pure Zzzs Sleep + Next Day Energy 28ct
0 75244 00948 5	No Rinse Foaming Body Wash Refill 16 fl oz		





## did you know?



Home delivery and curbside pickup has never been more important. In fact, **94% of shoppers** enjoy having the ability to buy online and have options for picking up purchases or having them delivered compared to 86% a year ago.

You may not have an online store, but **you can offer delivery to patients by utilizing partnerships** (see below). According to NCPA, 75% of community pharmacies offered home/work delivery in 2021.

If you are among the 25% **NOT** currently offering a delivery service, **here are some companies currently partnering with pharmacies:**

**GetMyRx**  
getmyrx.com

**Phil**  
phil.us

**Phox Health**  
phoxhealth.com

**Script Drop**  
scriptdrop.co



### Join Our Facebook Group:

*Independent Pharmacy – Profit in the Front End*  
[facebook.com/groups/independentpharmacy](https://facebook.com/groups/independentpharmacy)

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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.



Printed on post-consumer recycled paper with soy-based inks.

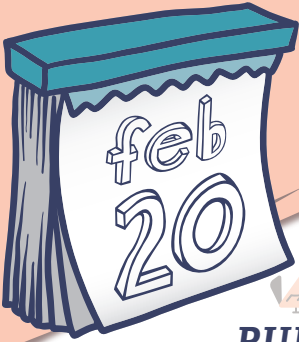
**HRG**





timely topic

# NATIONAL Love Your Pet DAY



## PURR-FECTLY PAW-SOME IDEAS

-  **Create** a February endcap with specialty pet products
-  **Encourage** shoppers to share a photo of their pets on your social media page
-  **Donate** to a pet charity – don't forget to publicize it!
-  **Organize** a dog walking event and hand out pharmacy coupons
-  **Hire** a local photographer to do a pet photo shoot outside of your pharmacy
-  **Consider** incorporating pet medicine into your business

CONTACT US TO HELP CONFIGURE  
THE BEST PET ASSORTMENT!

[info@hamacher.com](mailto:info@hamacher.com)

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

Feb. Category Spotlight:  
Sun, Skin, First Aid

Mar. Category Spotlight:  
Seasonal Solutions

Apr. Product Sampler