

# IN.depth

independent pharmacy publications

Category Spotlight



july 2023

## trends & self care

### EASY ORDER GUIDE

scan to order!

UPC	Product Description
	Biofreeze Cream 4oz
	Biofreeze Fast Dry Foam 3oz
	Biofreeze Gel 3 fl oz
	Biofreeze Patches X-Lg 4ct
	Biofreeze Patches Lg 5ct
	Biofreeze Roll-on 2.5oz
	Biofreeze Spray 3 fl oz
	Biofreeze Overnight Relief Patches 4ct
	Biotrue Hydration Boost for Contacts 10ml
	Biotrue Hydration Boost for Irritated, Dye Eyes 30ct Vials
	Biotrue Hydration Boost for Irritated, Dye Eyes 10ml
	Biotrue Hydration Boost for Irritated, Dye Eyes Cleansing Wipes 30ct
	Cetaphil Daily Facial Cleanser 16oz

UPC	Product Description
	Cetaphil Moisturizing Lotion 16oz
	Eucerin Sun Age Defense SPF 50 Lotion 2.5oz
	Eucerin Sun Advanced Hydration SPF 50 Spray 6oz
	No Rinse Foaming Body Wash 8 fl oz
	No Rinse Foaming Body Wash Refill 16 fl oz
	Pantene Daily Moisture Renewal Conditioner 10.4 fl oz
	Pantene Daily Moisture Renewal Shampoo 12 fl oz
	Pantene Smooth and Sleek Conditioner 10.4 fl oz
	Pantene Smooth and Sleek Shampoo 12 fl oz
	Pantene Volume and Body Conditioner 10.4 fl oz
	Pantene Volume and Body Shampoo 12 fl oz
	Senokot Kids Laxative Gummies 40ct

# CleanLife™ No Rinse® Foaming Body Wash PERFECT FOR YOUR INDEPENDENT PHARMACY

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PERSONAL HYGIENE FROM HEAD TO TOE

A  
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**NO WATER NEEDED:** Perfect  
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to leave skin  
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Refill

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8oz

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^One case minimum order



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

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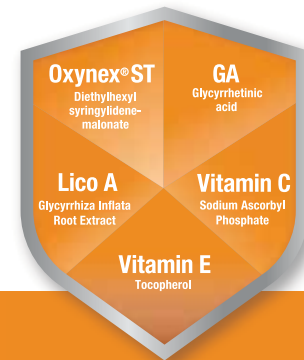




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Eucerin Sun  
Age Defense SPF 50  
Lotion 2.5 oz  
UPC: 072140032227

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

Use and reapply as directed

## There's a NEW Kid in Town



### Dietary Supplement Laxative\* Gummies Sweet Relief for Little Ones, Ages 2+ Years



UPC: 3-67618-335-40-6

Safe, gentle, effective overnight<sup>†</sup> relief  
from occasional constipation.\*

Formulated with Natural ingredients, and:

- ✓ No Artificial Colors or Sweeteners
- ✓ No High-Fructose Corn Syrup
- ✓ Gluten Free
- ✓ NO PEG
- ✓ No Gelatin
- ✓ No Parabens
- ✓ No Dairy
- ✓ Vegetarian



\*When taken at bedtime

\*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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\*contains no ethanol +ANTIOXIDANT NUTRIENTS VS. 2021 BASE PANTENE FORMULA

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\*Based on a laboratory study.



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dry eyes

3-10119-02301-3

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# BIOFREEZE®

COOL THE PAIN

FAST ACTING,<sup>†</sup> POWERFUL PAIN RELIEF

UPC: 73112400006  
Use as directed.



- ➔ Targeted Pain Relief
- ➔ Non-systemic
- ➔ Contains no NSAIDs
- ➔ Use up to 3-4 times daily

## A Format for Every Patient Need

Roll-on	Gel	360 Spray	Cream
 Mess-free roller application	 Massage onto larger areas	 For hard-to-reach areas	 Non-greasy formula with natural moisturizers
Large Patch	Extra Large Patch	Overnight Patch	Foam
 Effective relief and superior comfort	 Includes: 2 extra-large & 2 long patches	 Designed to stay on overnight	 Fast drying, lightweight

BIOFREEZE.COM

BIOFREEZE® is a registered trademark of the Reckitt Group of Companies.

<sup>†</sup>Applies to Roll-on, Gel, 360 Spray, Cream and Foam. 1.Melzack, R, Wall, P. Pain Mechanisms: A New Theory. Science, Vol. 150, 1965, 971-979. 2.Page, P, Alexander, L. The clinical effectiveness of Biofreeze topical analgesic on musculoskeletal pain: a systemic review. J Perform Health Res. 2017, 1:1-0.

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ITEM  
CODES:



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Biofreeze® Roll-on 2.5oz  
Biofreeze® Spray 3 fl oz

NEVER OUTS®



timely topic

did you know?

# Back-to-Well



*This August*, create a back-to-school display that focuses on student health and wellness with products you already have in your store!

## Some ideas to get you started

Facial tissues	Hand sanitizer	Disinfecting wipes
Lice prevention	Allergy medication	Humidifiers
Orthopedic braces	External analgesics	Hot & cold treatments

Remember to incorporate signage to draw parents to your display.

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



## National Immunization Awareness Month

This annual observance highlights the importance of vaccination for people of all ages.

USE THESE RESOURCES to assist you in communicating about vaccinations during August and throughout the year:



ADULT VACCINE ASSESSMENT TOOL



VACCINES AND PREGNANCY TIPS



VACCINE INFO FOR PEOPLE WITH DIABETES



CHILDHOOD VACCINES INFOGRAPHIC POSTER



IMMUNIZATION SCHEDULES

SCAN FOR RESOURCES

URL: CDC.GOV/VACCINES/EVENTS



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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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july 2023