

Hamacher Resource Group, Inc.
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IN.depth

independent pharmacy publications

Product Sampler  october 2023



**FREE
SAMPLES!**

**Product Offers
from 5 Brands**



FREE Samples from 5 Brands!

Sign up now - some quantities are limited

Reply by
**Nov 14,
2023**

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or

Visit hamacher.com/indie-pharmacy-retailers

Fax Back this Form

Clearly **write** your contact information below and fax this page to:

414-355-1032

Email this Form

Clearly **write** your contact information below, scan this page and email it to:

IN.depth@hamacher.com

Your sample box will arrive in 4-6 weeks (only one offer request per pharmacy).

*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 participated in this issue of *IN.depth Product Sampler* to help support your business and create the connection between you and the participating brands.

HRG *IN.depth Product Sampler* will be sent out twice a year. By signing up you will automatically receive free sample boxes biannually. If you do not wish to receive sample boxes automatically, please check box below.





☐ I prefer to only receive this one-time sample box.

Enjoy Your
Free Samples!

For Questions: call 414-355-1330 or email IN.depth@hamacher.com

EASY ORDER GUIDE

scan to order!

UPC	Product Description
	CofixRX Nasal Solution Povidone Iodine 1ct
	CofixRX Nasal Solution 12pk
	CofixRX Nasal/Throat Combo
	CofixRX Povidone Iodine Throat Cleanser 28ml
	CofixRX Throat Spray 12pk
	Eucerin Eczema Relief Body Cream 8oz
	Eucerin Eczema Relief Cream & Body Wash 13.5 fl oz
	Florajen Digestion Probiotic 30ct

UPC	Product Description
	Florajen Kid's Probiotic 30ct
	Florajen Women's Probiotic 30ct
	Lipo Flavonoid Advanced Balance Support 30ct
	Lipo Flavonoid Advanced Hearing Support 30ct
	Lipo Flavonoid Proactive Daily Ear Health 30ct
	Lipo Flavonoid Reducing Ear Ringing 30ct
	Prince of Peace Ginger Chews Plus Lemon 3oz
	Prince of Peace Ginger Chews Plus Original 3oz



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†Data on file*

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*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.



Florajen® Digestion Probiotic 30ct
Florajen® Kid's Probiotic 30ct
Florajen® Women's Probiotic 30ct
Lipo Flavonoid® Reducing Ear Ringing 100ct



NEW ITEM
2023



1 – Florajen Coupon Tearpad

october 2023

Lipo Flavonoid® Advanced Balance Support 30ct

STAY HEALTHY

KEEPING THE
NOSE & THROAT
CLEAN IS THE BEST
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FOREIGN INVADERS
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ALLERGENS.



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12pk Throat Spray
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Nasal/Throat Combo
850029863168

TO ORDER

CALL: 1-855-88COFIX or
VISIT: healthpro.cofixrx.com/order/hamacher

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1 – CofixRX Nasal Solution .34 fl oz; 1 – CofixRX Throat Cleanse Spray 28ml



october 2023

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#1 NOTABLE PRODUCT 2023*

*As chosen by HRG and featured in DSN

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dsn DRUG STORE NEWS

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Enhanced with Concentrated Extract

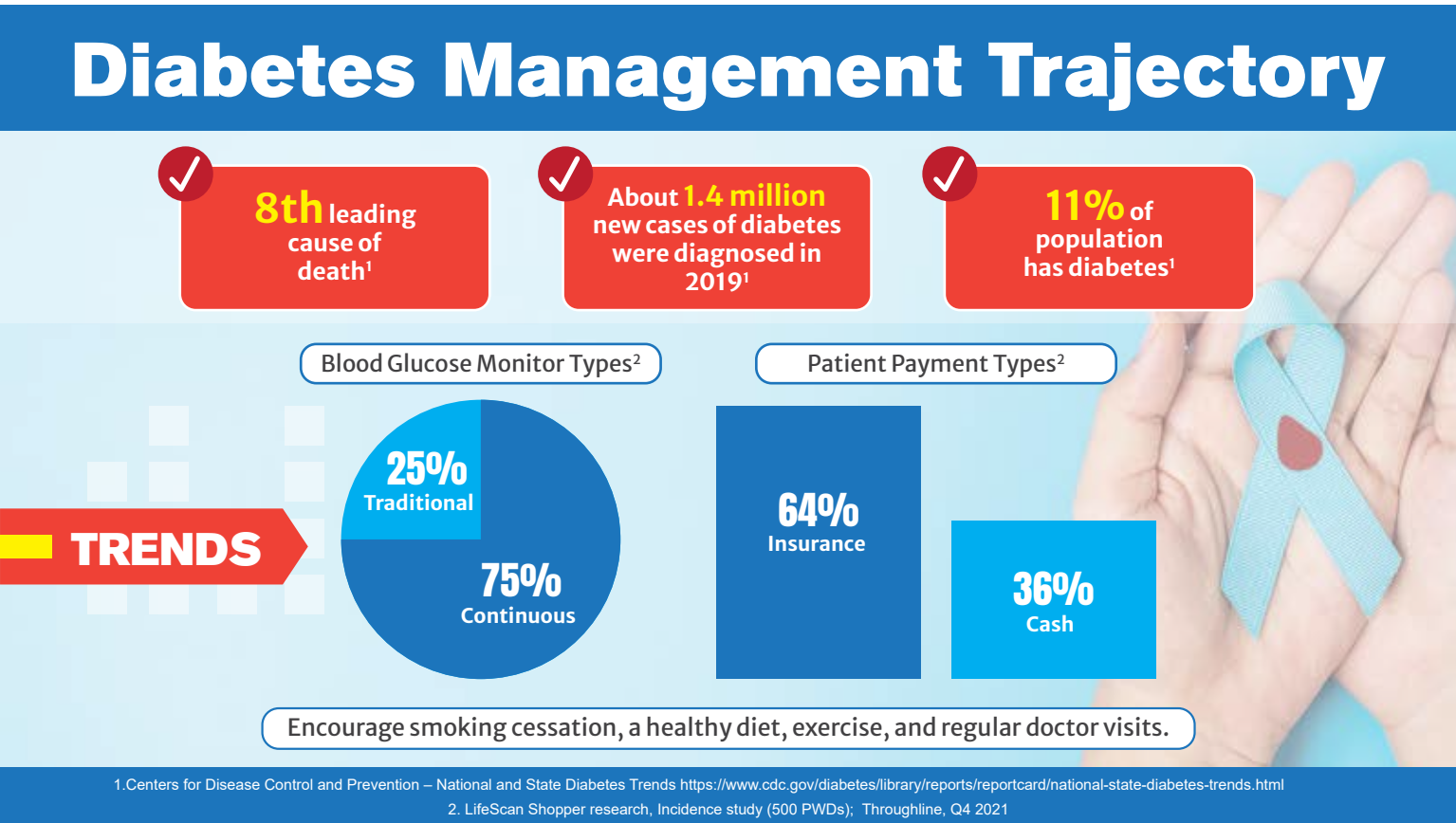
Gluten-Free-NET WT. 3OZ/85g

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Prince of Peace Enterprises, Inc. | 751 North Canyons Parkway, Livermore, CA 94551 | (800) 732-2328 | www.princeofpeaceginger.com

 1 – Prince of Peace Ginger Chews Plus+ Lemon 3oz



Increase Front-End Profits With a Virtual 360° Store Assessment

Our HRG retail experts will:

1. Review store images to assess customer experience
2. Identify opportunities to attract new customers
3. Provide actions to boost front-end sales and profitability



Real Results

"After implementing the recommendations...our front-end sales doubled in the last quarter!"

-Debbie Pelischek, manager
HFM Pharmacy & HFM Family Health Shoppe

YOU'LL RECEIVE AN ACTION PLAN TO:

- ✓ increase traffic
- ✓ grow sales
- ✓ excel above your competition



Contact Holly at holly_ockelmann@hamacher.com | More information at hamacher.com/360-assessments

Benchmark™ Performance Analysis

INCREASE FRONT-END PROFITS IN
JUST 1 HOUR EACH MONTH!

HRG's Benchmark™ contains the data* pharmacies need to pinpoint areas where small changes can make a big impact.



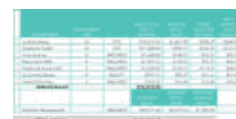
Quick View

Store-level view reveals which categories are over- or under-achieving and where there are missed sales opportunities.



Quick Impact

Focus 5 Report identifies the top five HBW departments and where to focus first to make the biggest impact.



Department Detail Report

Highlights departments where changes will continue to improve your bottom line.



Item Detail Report

Shows item-level details to help adjust product assortment to achieve profit goals.

*Based on national averages as well as specific to the store

Scan to see
Sell Sheet



bit.ly/3LqXvUY

Contact your wholesaler for Benchmark access or contact HRG directly: holly_ockelmann@hamacher.com



timely topic

did you know?

SMALL BUSINESS SATURDAY

Held on the last Saturday of November, Small Business Saturday was launched by American Express, which estimates that for every dollar spent at a small business, an average of \$0.68 stays in the local economy.

HOW TO CELEBRATE:

Promote on your social media accounts

Extend your hours

Hold a contest

Hang signs

Create Rx bag stuffers

Offer a discount

Bring in a temporary selection of gift items

ADD YOUR PHARMACY TO THE "SHOP SMALL" MAP SO SHOPPERS CAN FIND YOUR STORE:

www.americanexpress.com/en-US/business/merchant/public-profile/verify

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

Nov. Category Spotlight:
Wellness & Self Care

Dec. Category Spotlight:
Essentials for Health

Jan. Category Spotlight:
Medicine Chest

Private Label Sales are Up



THE PANDEMIC FUELED CONSUMER DEMAND FOR PRIVATE LABEL PRODUCTS.

89% of consumers now trust private brands just as much or more than national brands¹

Shopping private labels saves consumers an average of 28-33%²

Private Label share is increasing the most in these 5 categories:

Family Planning

Baby Care

Eye & Ear Care

Foot Care

Skin Care

Stock private label items in addition to branded items to help build store loyalty.

1. www.daymon.com/wp-content/uploads/2022/05/THE-FINAL-2022-Private-Brand-Intelligence-Report.pdf
2. www.pbahealth.com/elements/your-private-label



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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 IN.store™ program. Never Outs® are part of HRG's IN.store™ 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



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