

# IN.depth

independent pharmacy publications

Category Spotlight



november 2023



**wellness &  
self care**

## EASY ORDER GUIDE

scan to order!

UPC	Product Description	UPC	Product Description	UPC	Product Description
	AQUAPHOR HL OINT 140Z		CREST PRO-HEALTH SENSITIVE AND GUM 3.70Z		BL LUMIFY 3/1 MCLR CLNS 5.40Z
	AZZURX CLD SRE BLM .050Z 3PK		DIFFERIN ACNE TRT GL .50Z		BL LUMIFY LSH/BRW SRM .120Z
	CETAPHIL H/R CRM 1.70Z SPF 30		DIFFERIN M/S ACNE FM CLNS 50Z		MUCINEX EXPCT MS TAB 14CT
	CETAPHIL H/R EYE GEL SRM .50Z		DULCOLAX TAB 25CT		MUCINEX D EXPCT MS TAB 24CT PSE
	CETAPHIL H/R FC SRM 10Z		DULCOLAX LAX SFT/CHW 30CT BRY		MUCINEX DM EXPCT MS TAB 14CT
	CETAPHIL H/R NT CRM 1.70Z		DULCOLAX STL SFT L/GL 25CT		MUCINEX FM CLD/F 60Z
	COLGATE 360 AD OW T/B CS 1CT		EUCERIN I/RP LOT 16.90Z		MUCINEX INSTASTH ST+PN DR 20CT
	COLGATE OW EXPRESS WHT PEN		HYLAND BBY DPR RASH CRM 30Z		ORACOAT XYLMILT D/MOUTH 40CT MNT
	COLGATE OW M/W 160Z SPK		HYLAND BBY ECZEMA CRM 50Z		ORACOAT XYLMILT D/MOUTH 40CT SWT
	COLGATE OW RNWL T/P 30Z E/S		HYLAND BBY ECZEMA LOT 50Z		BL PRSVN AREDS2 MINIGL 120CT
	COLGATE OW PRO STN/SH T/P 30Z		HYLAND BBY OG ALL PUR BLM 40Z		BL PRSVN AREDS2 MINIGL 60CT
	CREST 3DW/T T/P 3.50Z DP/CN		BL LUMIFY BRTG EYE CRM .50Z		BL PRSVN AREDS2+COQ10 SG 100CT

## 100% ALL-NATURAL COLD SORE TREATMENT

AZZURX™  
NATURE'S DEFENSE



- **STOPS** outbreaks before they erupt\*
- **SOOTHES** pain & promotes healing
- **SHORTENS** active outbreaks\*
- **EASY-TO-USE** applicators prevent recontamination

ASK YOUR WHOLESALE TO ADD AZZURX TO THEIR DC/WAREHOUSE

Please share the following information with them:

SKU	Size	Master Case Pack	Item UPC	Inner UPC	Master Case GTIN
Azzurx Natural Lip Care Quick Dose- 3pk	1.5 ML	48 (8/6)	860009562004	30860009562005	40860009562002
Azzurx Natural Lip Care Quick Dose- 3pk, PDQ Display 6ct	Display	24 (4/6)	860009562004	70860009562003	80860009562000

Currently available via:



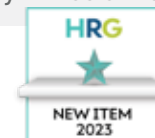
Order Code:  
247745



Order Code:  
2860039

\*AZZURX works on all the symptoms including the outbreak itself. Herpes (HSV-1 and HSV-2) is a virus for which there is currently no cure. AZZURX, or any other medicine, cannot prevent you from spreading the virus or having outbreaks in the future. Individual results may vary.

Manufactured by Outbreaks, Inc. - Distributed by Prince of Peace, Inc. | [contact@popus.com](mailto:contact@popus.com) | [azzurx.com](http://azzurx.com)



AZZURX™ Natural Lip Care Quick Dose 3pk

## NCPA Annual Convention Highlights

Two HRG employees recently attended NCPA Annual in Orlando, Florida. Here are their observations:

### Women's Health

Women's Health products were HUGE at the show. Ensure shopper demand is met in this category by supplying these items.

### Companion Products

Now more than ever it's important to beef up the front end and recommend companion products to the prescriptions being filled.

### Maximize Space

Many pharmacies have tiny front ends and need to know how to maximize profits of that small space. The HRG Never Outs® list is vital.

### Community

Know your community and the surrounding attractions. We talked to a pharmacist in Michigan who is near a lake, so he expanded his pharmacy to include an ice cream shop.

To learn more about Never Outs®, part of HRG's IN.store™ Category Management Tools, please visit: [hamacher.com/instore](http://hamacher.com/instore)



## Gentle Baby Skincare



Dermatologist  
Tested



Pediatrician  
Tested



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NATURALS™

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or learn more at [hylands.com](http://hylands.com)

Eczema Cream 3-54973-41021-3  
Eczema Lotion 3-54973-41031-2  
Organic All Purpose Balm 8-10087-82017-6  
Diaper Rash Cream 3-54973-41011-4



Hyland's Naturals Baby Diaper Rash Cream 3oz  
Hyland's Naturals Baby Eczema Cream 5oz  
Hyland's Naturals Baby Eczema Lotion 5oz  
Hyland's Naturals Baby Organic All Purpose Balm 4oz

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FROM THE EYE CARE EXPERTS AT BAUSCH + LOMB

# The most studied eye vitamin brand<sup>†</sup>



With  
**Better Absorbing  
Nutrients<sup>†</sup>**

60 ct. 3-24208-69760-3  
120 ct. 3-24208-69762-7

<sup>†</sup>Compared to original lutein and zeaxanthin  
in PreserVision AREDS 2 Soft Gel.

Same AREDS 2  
Formula  
**Plus CoQ10**

100 ct. 3-24208-69721-4

CONTACT YOUR DRUG WHOLESALER TODAY TO ORDER PRESERVISION.  
Visit [preservision.com](https://preservision.com) for more information.

<sup>†</sup>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.

<sup>†</sup>Based on AREDS and AREDS2 clinical studies.

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PreserVision® AREDS 2 120ct



PreserVision® AREDS 2 Plus CoQ10 100ct

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## NEXT LEVEL EYE CARE

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A new line of specialty eye care products scientifically developed for the sensitive eye area by the experts at Bausch + Lomb.



CLINICALLY PROVEN  
+  
HYPOALLERGENIC

Find in the Eye Care Aisle next to LUMIFY® eye drops

Contact your drug wholesaler today to order **LUMIFY EYE ILLUMINATIONS**.  
Visit [lumifyeyes.com](https://lumifyeyes.com) for more information.

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LUMIFY® Cleansing Water & Eye Makeup Remover 5.4 fl oz

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# WHY RECOMMEND DULCOLAX® OVER OTHER OTC LAXATIVES?

#1 Most Trusted OTC Laxative brand  
by US Pharmacists\*

## FAST & GENTLE RELIEF



6-81421-02653-6

- ✓ Magnesium Hydroxide
- ✓ Stimulant Free
- ✓ Cramp-free formula
- ✓ Relief in as little as 30 minutes\*\*
- ✓ Works naturally with the water in your body
- ✓ Fast & Gentle Dulcolax available in: Liquid, Chewy Fruit Bites, and Soft Chews

## PREDICTABLE RELIEF



6-81421-02002-2

- ✓ Bisacodyl
- ✓ Overnight relief in 6 to 12 hours
- ✓ Triple Action:
  1. Stimulates your natural bowel movement
  2. Helps soften the stool
  3. Speeds up relief
- ✓ Clinically proven effective relief of constipation

## GRADUAL RELIEF



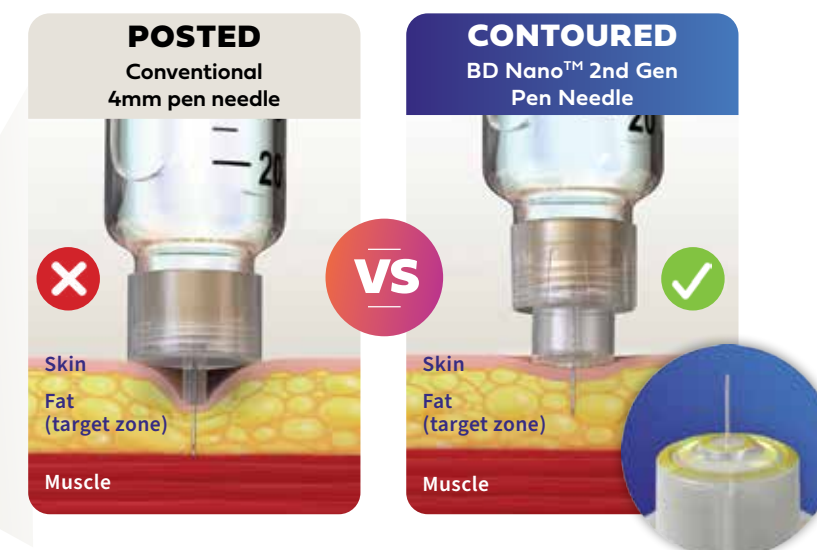
6-81421-02202-6

- ✓ Docusate Sodium
- ✓ Stimulant Free, providing gentle & effective relief
- ✓ Relief in 12 - 72 hours
- ✓ Softens the stool in the intestine, making it easier to pass

\*Among OTC laxative brands. BrandSpark/Newsweek Most Trusted by Pharmacists Awards - 2023.vva  
\*\*Works in 30 minutes to 6 hours. Use as directed. ©2023 Sanofi

# BD Nano™ 2nd Gen Pen Needles help patients deliver their insulin correctly

BD Nano™ 2nd Gen Pen Needles have a **unique contoured base** to help compensate for too much injection force, a common challenge for patients injecting insulin.<sup>1\*</sup>



BD Nano™ 2nd Gen Pen Needles are estimated to **reduce intramuscular injection risk by 2-8x** vs 4mm posted base pen needles.<sup>2†</sup>

Intramuscular injections have been shown to lead to **increased pain and greater risk of hypoglycemia**.<sup>3</sup>



NDC: 08290-3205-50



Consider dispensing  
BD Nano™ 2nd Gen Pen Needles.

Experience the difference of a contoured needle base.

[go.embecta.com/pharmacypartner](https://go.embecta.com/pharmacypartner)

\*N=230 patients with diabetes across Canada. Participants answered a survey as part of the cross-sectional observational behavioral study. BD helped fund this study. †The study used in-silico probability model of needle penetration depth for posted-hub 4mm pen needles and average human tissue thickness measurements across a range of injection forces and recommended sites, pooled across gender and BMI.

1. Bari B, Corbeil MA, Farooqui H, et al. Insulin injection practices in a population of Canadians with diabetes: an observational study. *Diabetes Ther*. 2020;11(11):2595-2609. 2. Rini C, Roberts BC, Morel D, et al. Evaluating the impact of human factors and pen needle design on insulin pen injection. *J Diabetes Sci Technol*. 2019;13(3):533-545. 3. Frid AH, Kreugel G, Grassi G, et al. New insulin delivery recommendations. *Mayo Clin Proc*. 2016;91(9):1231-1255.

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www.colgate.com

COLGATE-PALMOLIVE COMPANY

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FOR MANY SKINCARE NEEDS

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RADIANCE. ENRICHED WITH  
ALPHA HYDROXY & GENTLY  
EXFOLIATES SKIN.

UPC: 072140110161



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RESTORE SMOOTH,  
HEALTHY SKIN.

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



Aquaphor® Healing Ointment Advanced Therapy 14oz Jar

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YOU DO YOU

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RECOMMENDED  
— FOR SENSITIVE SKIN —

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A NEW anti-aging retinol  
alternative for sensitive skin.

Powered by Purified Peptides™

FACE SERUM  
1 oz. 302990260045

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DAY CREAM SPF 30  
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0.5 oz. 302990260021



DEFENDS AGAINST  
5  
SKIN SENSITIVITY  
SIGNS

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1<sup>st</sup>

FDA-approved  
acne retinoid  
available without  
a prescription



Differin Gel  
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10%  
Benzoyl  
Peroxide

Maximum  
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Differin Maximum  
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5 oz.  
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Cetaphil® Day Cream SPF 30 1.7oz  
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NEW

# GUM DETOXIFY

CLINICALLY PROVEN TO FORTIFY GUMS TO PROTECT TEETH\*\*



030772061930

ACTIVATED FOAM  
GENTLY COOLS GUMS  
DURING AND AFTER BRUSHING



NEUTRALIZES  
PLAQUE BACTERIA,  
EVEN AROUND THE GUMLINE,  
FOR 24 HOURS\*



PREVENTS HARMFUL  
OXIDANTS  
BY REVERSING GINGIVITIS



Also NEW  
from Crest



030772053713



030772061985

Order from your wholesaler today.

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[Crest.com](https://www.crest.com)

\*\*Helps reverse gingivitis. \*With twice-daily brushing.



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# Recommend MUCINEX®. Not Antibiotics.

Most colds, sore throats, and coughs are caused by viruses, so antibiotics won't work. Overuse of antibiotics can even lead to dangerous antibiotic resistance.\*



363824023144

## CHEST CONGESTION

1200mg Guaifenesin

## 12 HOUR PRODUCTS



363824041247

## SINUS PRESSURE + CONGESTION

1200mg Guaifenesin +  
120mg Pseudoephedrine HCl



363824072142

## COUGH + CHEST CONGESTION

1200mg Guaifenesin +  
60mg Dextromethorphan HBr

- ✓ **TARGETS THE SOURCE OF SYMPTOMS** – by thinning and loosening mucus
- ✓ **FLEXIBLE DOSING** – maximum strength and regular strength
- ✓ **LONG LASTING** – just one tablet lasts up to 12 hours

### Additional Symptom Relief Products

#### FAST-MAX® COLD & FLU

per 20 mL dose of liquid

- ✓ 650 mg Acetaminophen
- ✓ 20 mg Dextromethorphan HBr
- ✓ 400 mg Guaifenesin
- ✓ 10 mg Phenylephrine HCl
- ✓ 20 mL every 4 hours

363824020662



#### INSTASOOTH® SORE THROAT + PAIN RELIEF

- ✓ 2 mg Hexylresorcinol (in each lozenge)
- ✓ Allow two lozenges to dissolve slowly in mouth every 2 hours as needed

363824215716

\*CDC 2019 Antibiotic Resistance Threats Report.

MUCINEX.COM

Use as directed.

## ORDER FROM YOUR WHOLESALER



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Mucinex® 12 Hour 14ct  
Mucinex® D 12 Hour 24ct  
Mucinex® DM 12 Hour 14ct

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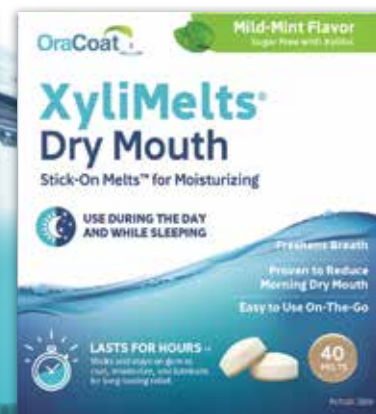


## STICK IT TO DRY MOUTH!

#1 DRY MOUTH BRAND ONLINE AND  
FASTEST-GROWING BRAND IN RETAIL STORES\*



855933000203



855933000517

- ✓ Adheres to patients' gums to coat, moisturize
- ✓ Helps produce saliva up to 8 hours\*
- ✓ For use during the day and while sleeping

### Recommend to Patients with Dry Mouth from:

- Diabetes medications
- Oxygen therapy (COPD)
- Radiation and chemotherapy
- Parkinson's
- Lupus or Sjogren's
- CPAP machine use

Order OraCoat® XyliMelts® Stick-on Melts™ from your wholesaler

\*Lasts several hours during the day and up to 8 hours while sleeping. \*AxAOC 5/20/2023.



www.oracoat.com | questhealthcare.net/xylimelts



OraCoat® XyliMelts® Dry Mouth Mild Mint 40ct

## 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



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Mucinex® 12 Hour 14ct  
Mucinex® D 12 Hour 24ct  
Mucinex® DM 12 Hour 14ct

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# 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.

HRG  
HAMACHER  
RESOURCE  
GROUP



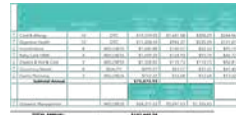
### Quick View

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

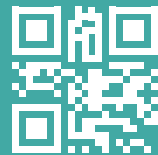
Highlights departments where changes will continue to improve your bottom line.



### Item Detail Report

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

Scan to see  
Sell Sheet



bit.ly/3LqXvUY

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

Contact your wholesaler for Benchmark access or contact HRG directly: [holly\\_ockelmann@hamacher.com](mailto:holly_ockelmann@hamacher.com)



timely topic

did you know?

## Celebrate Winter Holidays IN YOUR PHARMACY

Help all customers feel included – stock holiday products based on your community's makeup.

### ~ November ~

#### 12th – Diwali

A Hindu festival of lights that symbolizes the spiritual "victory of light over darkness, good over evil, and knowledge over ignorance."

PRODUCT IDEA: Diwali candles

### ~ December ~

#### 7th – Hannukah

A Jewish eight-day, wintertime "festival of lights," commemorating the recovery of Jerusalem in the 2nd century BCE.

PRODUCT IDEA: Dreidels

#### 8th – Bodhi Day

A Buddhist holiday that commemorates the day that Gautama Buddha is said to have attained enlightenment.

PRODUCT IDEA: Greeting cards

#### 16th – Las Posadas

A Latin American Christian holiday that has a small child dressed as an angel leading a procession through the streets of town.

PRODUCT IDEA: Star piñatas

#### 21st – Yule

A pagan celebration of the winter solstice that is one of the oldest winter celebrations in the world.

PRODUCT IDEA: Yule logs

#### 25th – Christmas

A Christian holiday that celebrates the birth of Jesus Christ.

PRODUCT IDEA: Wrapping paper

#### 26th – Kwanzaa

An African American holiday that celebrates Black heritage in the United States as well as African culture.

PRODUCT IDEA: Kinaras and candlesticks

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

Dec. Category Spotlight:  
Essentials for Health

Jan. Category Spotlight:  
Medicine Chest

Feb. Category Spotlight:  
Sun, Skin, First Aid

# 30 MINUTES

## to Positive Change

YOU, YOUR PATIENTS, AND  
YOUR STAFF CAN BENEFIT  
FROM SETTING ASIDE

30 INTENTIONAL MINUTES  
OF SELF-CARE.

HERE ARE FOUR SUGGESTIONS  
TO GET STARTED:



### PRIORITIZE MOVEMENT

Try stretching or  
taking a walk outside  
to clear your head.



### VISIT WITH A FRIEND

Get together for  
coffee or tea to  
reconnect with others.



### PRACTICE GRATITUDE

Write down 5 things  
you are thankful for to  
recenter your priorities.



### LISTEN TO MUSIC

Temporarily drop  
your tasks and enjoy  
the present moment.

ENCOURAGE THOSE AROUND YOU  
TO GIVE THEMSELVES THE TIME  
AND SPACE TO WORK ON THEIR  
MENTAL HEALTH AND WELL-BEING.

# 5

## Types of Nutritional Food & Drinks

### 1 Meal Replacement

Typically contains all needed nutrients in one shake or bar.<sup>1</sup>

### 2 Weight Support

High calorie content, vitamins and minerals, high-quality protein, and immune support.<sup>2</sup>

### 3 Blood Sugar Management

Designed to produce a lower blood sugar response versus a standard nutritional drink.<sup>2</sup>

### 4 Dysphagia Support

Foods and beverages with specific textures and consistencies or thickeners that help dysphagia sufferers with swallowing.<sup>3</sup>

### 5 Hydration Support

Electrolyte solutions can help support proper nerve function, maintain energy levels, promote healthy fluid balance, support memory and alertness, aid in aerobic capacity, and protect against muscle cramps.<sup>4</sup>

Help patients pick the right type of nutritional foods or drinks to best meet their needs.

1. Best Meal Replacement Shakes of 2023, According To Experts, Forbes Health, August 2, 2023 Best Meal Replacement Shakes Of 2023 – Forbes Health 2. Boost® Drink Official Site – Daily Nutritional Shake - <https://www.boost.com> 3. Hormel Health Labs – Dysphagia Dysphagia and Swallowing Disorders - Hormel Health Labs 4. Best Electrolyte Supplements of 2023 2023's Top 5 Electrolyte Powders For Hydration & Energy | Smarter Reviews ([smarter-reviews.com](https://smarter-reviews.com))



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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.

