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IN.depth

independent pharmacy publications

Category Spotlight

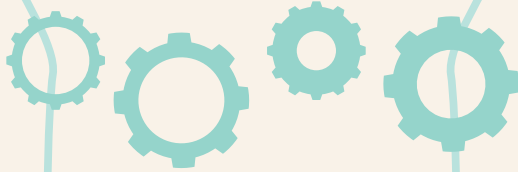


may 2024



**personal &
self care**

ORAL CARE INNOVATIONS



Carry Products Your Patients Will Appreciate!

Whitening Trends

New Introductions:

- Whitening Pens
- LED Lighting Systems
- High Concentration Hydrogen Peroxide Toothpaste

Multi-benefit:

Products that also tackle tooth sensitivity and protect enamel

Sensorial:

Attributes like taste, mouth feel, aroma, and breath freshening continue to improve

Toothbrush Trends

New Introductions:

Toothbrushes for specific issues such as sensitivity, or bleeding gums, with new bristle tips and angled brush necks

Sustainability:

Inexpensive sonic toothbrushes with replacement heads

Less Plastic:

Brushes made from plant-based materials and 100% plastic-free packaging

EASY ORDER GUIDE

scan to order! 

UPC	Product Description	UPC	Product Description	UPC	Product Description
0 72140 03303 3	BASIS SENSITIVE SKIN BAR 4 OZ	0 35000 99674 9	IRISH SPR B/W 20 OZ OR	8 40093 11165 4	NAT TRU TRMR 2000 MG CP 90 CT
6 33472 60227 6	CLEARBLU EARLY DTCT PRG TST 2	7 14196 07014 2	LANTISEPTIC DLY SKN PROT 14 OZ	8 40093 10081 8	NAT TRU TART CHERRY EXT CP 90 CT
6 33472 60226 9	CLEARBLU EARLY DG PRG TST 2	7 14196 04045 9	LANTISEPTIC DLY SKN PROT 5 G	8 40093 11212 5	NAT TRU PRBTC WMN VCP 40 CT
8 27854 00631 2	COLGATE PLQ P/R T/P 3OZ W/M	7 14196 04014 5	LANTISEPTIC DRY SKN THRP 4 OZ	0 72140 01658 6	NIVEA BDY LOT 16.9 OZ CCOA
0 35000 67125 7	COLGATE TTL APS M/W 16.9OZ SM	7 14196 03012 2	LANTISEPTIC SKN PROT 12 OZ	0 72140 01150 5	NIVEA ESS ENRICH LOT 16.9 OZ
8 27854 00188 1	COLGATE TTL+WH T/P 5.1 OZ PS	7 14196 03014 6	LANTISEPTIC SKN PROT 4.5 OZ	0 72140 02611 0	NIVEA NRSH B/W 20 OZ N/CR
0 35000 45461 4	COLGATE 360 AD OW T/B CS 2	7 14196 03051 1	LANTISEPTIC SKN PROT 15 G	0 74182 47338 9	SOFTSP EXF B/W 20 OZ CNT
8 19156 02003 5	HELLO T/P 4.0 OZ CHRCL WH FF	7 14196 03045 0	LANTISEPTIC SKN PROT 5 G	0 74182 47331 8	SOFTSP B/W 20 OZ POM/MNGO
8 19156 02227 5	HELLO KD M/W 16 OZ UNICORN	7 14196 03084 9	LANTISEPTIC SKN PROT 4.0 OZ T	0 74182 47339 6	SOFTSP B/W 20 OZ SH/ALM
8 54296 00467 5	HELLO KD T/P 4.2 OZ WMLN FF	8 40093 10116 7	NAT TRU VT D3 2000IU 100+50 CT	8 27854 01164 4	TOM/MN AP&WH T/P 4.5OZ PMT
8 19156 02209 1	HELLO KD T/B 2	8 40093 12267 4	NAT TRU MAGNS GMY 60 CT	0 77326 44443 6	TOM/MN CHLD SFT T/B 1
0 35000 99361 8	IRISH SPR B/W 20 OZ AS	8 40093 11571 9	NAT TRU MELATN 10 MG GM 70 CT	0 77326 46839 5	TOM/MN CHLD A/C RNS 16 OZ STRW
0 35000 99661 9	IRISH SPR B/W 20 OZ MB	8 40093 11723 6	NAT TRU BEET RT GM 60 CT	0 35000 97123 4	TOM/MN CHLD T/P 5.1 OZ STRW

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[†]HRG Proprietary PAC Data - 52 Weeks Ending 12/31/23.
^{*}Compared to Magnesium Oxide.



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BENEFITS OF LANOLIN AS A MOISTURIZER FOR CHRONIC DRY SKIN, DIABETIC SKIN

- Enhances skin's moisture retention capacity - holds up to 200% of its own weight in water²
- Helps prevent transepidermal water loss (TEWL) - 32% reduction in TEWL³

BENEFITS OF LANOLIN AS A SKIN PROTECTANT TO PREVENT & TREAT INCONTINENCE- ASSOCIATED DERMATITIS

- Naturally derived lipid-based emollient actively moisturizes while providing occlusive yet semi-breathable protection

REFERENCES

1. Clark EW, Steel I. Investigations into biomechanisms of the moisturizing function of lanolin. J Soc Cosmet Chem 1993;44(July/August):181-195.
2. Hoppe U. The Lanolin Book. No. 3. Hamburg, Germany: Beiersdorf; 1999.
3. Powers DH, Fox C. A study of the effect of cosmetic ingredients, creams, and lotions on the rate of moisture loss from the skin. Proc Sci Sect ToiletGoods Assoc. 1957;28:21-26.

HOW IT WORKS



Lantiseptic forms lipids on the skin surface and penetrates into intercellular spaces to reduce water loss¹

Retained water is released to the dry outer layer as required to maintain skin integrity and to help reduce skin breakdown^{1,2}



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may 2024

KEEP IT FRESH, EVERY BODY

WITH YOUR SHOPPER'S
FAVORITE BODY WASH BRANDS



UPCS	PRODUCT DESCRIPTION
074182473389	Softsoap® Coconut Scrub 20oz
074182473396	Softsoap® Shea Butter & Almond Oil 20oz
074182473518	Softsoap® Pomegranate & Mango 20oz
035000996749	Irish Spring® Original Clean 20oz
035000996619	Irish Spring® Moisture Blast 20oz
035000993618	Irish Spring® Active Scrub 20oz

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www.irishspring.com



Stock your customers' favorite oral care brands, this Oral Health Month in June



**Brush. Rinse. Smile.
Repeat.**

UPCS	Tom's of Maine® Product Description
827854001881	Colgate Total® Whitening Paste Toothpaste 5.1 oz
035000671257	Colgate Total® Spearmint Mouthwash 500 mL
035000454614	Colgate® 360® Advanced Optic White® Toothbrush 2 PK
827854006312	Colgate Total® Plaque Pro-Release Whitening Toothpaste 3.0 oz



**GROW SALES.
NATURALLY.
AISLES OF SMILES.**

UPCS	Tom's of Maine® Product Description
827854011644	Tom's® Antiplaque and Whitening Toothpaste 4.5 oz
035000971234	Tom's® Silly Strawberry Kids Fluoride Toothpaste 5.1 oz
077326444436	Tom's® Kids BPA-Free Toothbrush, Soft Single
077326468395	Tom's® Silly Strawberry Children's Anticavity Rinse 16 oz

hello
choose
friendly



UPCS	hello® Product Description
819156020035	hello® Activated Charcoal Epic Whitening Fluoride Free Toothpaste 4.0 oz
854296004675	hello® Kids Natural Watermelon Fluoride Free Toothpaste 4.2 oz
819156022091	hello® Kids Soft BPA-Free Toothbrush Twin Pack
819156022275	hello® Hello Unicorn Anticavity Fluoride Rinse 16 oz

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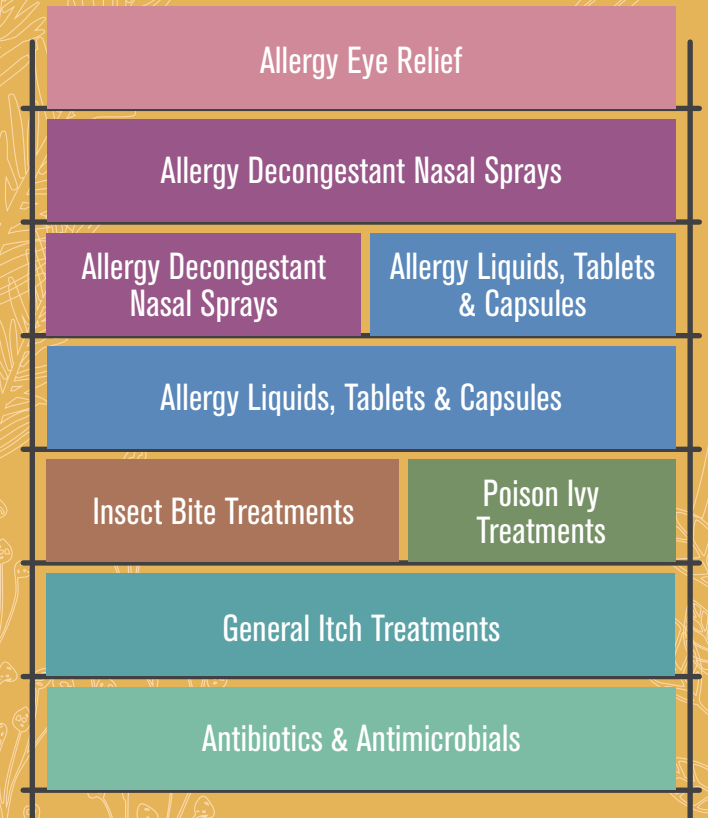


timely topic

did you know?

CREATE AN ALLERGY & ITCH ENDCAP

Spring is a great time to develop an endcap focused on allergy and itch relief products. Use the flowgram below to begin planning out your shelves.



To receive monthly themed endcaps, sign up for HRG's In.Store program: hamacher.com/instore



June is NATIONAL MEN'S HEALTH MONTH

This is a great time to remind your male patients about what they can do to take charge of their health.

Encourage men to schedule their yearly check-up

Recommend they eat a healthy diet and stay active

Offer vaccination opportunities

Share ways to manage stress

Provide resources to those that need help with a mental health problem

Suggest they avoid smoking and limit alcohol consumption

Visit health.gov for more information

health.gov/myhealthfinder/doctor-visits/regular-checkups/men-take-charge-your-health



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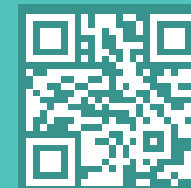
Upcoming issues:

June **Category Spotlight: Growth Drivers & Innovations**

July **Category Spotlight: Trends & Self Care**

Aug. **Category Spotlight: Cold, Flu & Pain Relief**

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