

Hamacher Resource Group, Inc.
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Waukesha, WI 53186

IN.depth

independent pharmacy publications

Category Spotlight



march 2024

seasonal solutions

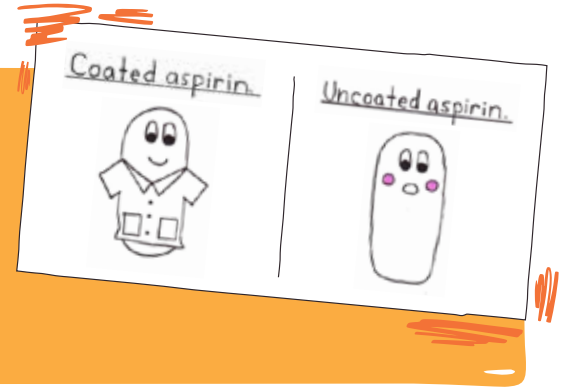


HRG's PHARMACY PHUNNIES



SUBMIT A
PHARMACY
PUN OR JOKE!

in.depth@hamacher.com



ATTENTION! ATTENTION! ATTENTION!

ATTENTION: PRODUCT SAMPLER AUTOSHIP SUBSCRIBERS!

Our bi-annual sampling program has increased in popularity 242% over the past 8 years, so we've had to change our participation parameters and **now require an active email address** to continue sending samples.



If you haven't been receiving emails from Pharmacy Focus, or to check if you are signed up, please visit: eepurl.com/haTtD1



march 2024



WHEN THE HANDS THAT DO THE FIXING NEED FIXING

That's a job for O'Keeffe's Working Hands

O'KEEFFE'S



371564000660

- 2 IN 1** Pain Relief & Moisturizer
- Clinically Proven
- Cooling Peppermint Oil
- 4%** Max Strength 4% Lidocaine

ORDER AMERICA'S #1 HAND CREAM[^] FROM YOUR WHOLESALER NOW

RESULTS YOU CAN FEEL
RESULTS YOU CAN SEE



Scan for testimonials:



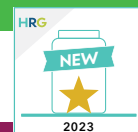
okeeffescompany.com/results

GUARANTEED RESULTS

WE PROUDLY STAND BEHIND EVERY PRODUCT WE MAKE. THAT'S WHY ALL O'KEEFFE'S PRODUCTS HAVE A 100%, MONEY-BACK GUARANTEE.*

www.okeeffescompany.com

[^]No. 1 Hand Cream claim based on Nielsen sales data for 52 week period ending 12/4/2023. *If your patient is not fully satisfied, we will refund 100% of the purchase price. Please direct them to retain product and call 1-800-275-2718 for replacement product or refund.



O'Keeffe's® Working Hands® Pain Relief Cream 3oz



GROW SALES. NATURALLY.

AISLES OF SMILES.

STOCK TOM'S OF MAINE TODAY!



UPC#	SKU#	Tom's of Maine® Product Description
827854006015	61028956	TOM'S® Wild Lavender Deodorant 3.25 oz
827854005797	61028957	TOM'S® Mountain Spring Deodorant 3.25 oz
827854011644	61038010	TOM'S® Antiplaque & Whitening Peppermint Toothpaste 4.5 oz
035000971234	US06379A	TOM'S® Silly Strawberry Anticavity Toothpaste Paste 5.1 oz

© 2024 Tom's of Maine, Inc.

hello.



choose friendly

ingredients you can count on.

UPC#	SKU#	hello® Product Description
819156020240	US07307A	hello® Antiplaque + Whitening Toothpaste 4.7 oz
819156021742	61012771	hello® Unicorn Sparkle Fluoride Toothpaste 4.2 oz
819156022442	61038757	hello® Sweet Coconut Deodorant with Shea Butter 2.6 oz
819156023050	61038761	hello® Unicorn Deodorant with Shea Butter 2.6 oz

Contact your Wholesaler to Order

Please email questions to: colgatedrug@salelytics.com

www.tomsofmaine.com • www.hello-products.com



Tom's of Maine® Mountain Spring Deodorant 3.25oz
Tom's of Maine® Wild Lavender Deodorant 3.25oz



Hydrate and protect even the most sensitive skin.



Gentle Skin Cleanser
16 oz 302990110227

Daily Facial Cleanser
16 oz 302993927341

Moisturizing Cream
16 oz 302993917564

Moisturizing Lotion
16 oz 302990241334

Daily Oil-Free Facial
Moisturizer SPF 35
3 oz 302994113002

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



Cetaphil® Gentle Skin Cleanser 16oz
Cetaphil® Moisturizing Cream 16oz
Cetaphil® Moisturizing Lotion 16oz



STOCK A PROVEN WINNER

Ricola is the #1 Brand in Dollar Sales!

Occasional Relief

Everyday Relief

FOR MODERATE COUGH AND SORE THROAT

FOR MINOR DRY, SCRATCHY THROAT



Original Herb 21ct
036602079175



Swiss Herb Sugar-Free 19ct
036602192096



Lemon Mint Sugar-Free 19ct
036602192102



Cherry 45ct
036602833043

Our robust 2024 marketing plan will drive traffic to stores like yours!

1. IRI Total MULO YTD WE 12/10/23

Ricola USA, Inc. | 6 Campus Drive | Second Floor South | Parsippany, NJ 07064 | ricola.com



Ricola® Lemon Mint Sugar-Free Cough Drops 19ct

TOP REASONS TO RECOMMEND ALIGN



- ✓ Helps relieve occasional bloating, gas, and abdominal discomfort*
- ✓ Unique blend of probiotics and vitamin B12
- ✓ Well-studied strain – Bifidobacterium 35624™
- ✓ Guaranteed potency + no refrigeration required

Recommended **2X More** than any other probiotic brand!

*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.

030772086773



alignprobiotics.com

Order from your wholesaler today.

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Missing something important?

Never miss an offer or eBlast!

Provide your email address by filling out this form (only takes one minute)
eepurl.com/haTtD1

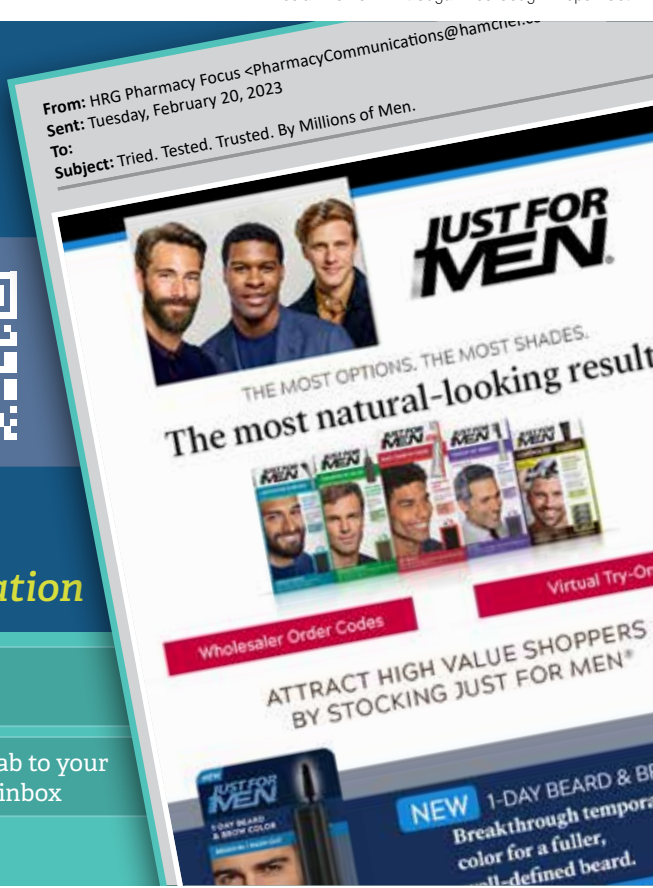


- ✓ free sample offers
- ✓ short surveys
- ✓ pharmacy tools
- ✓ product information

All pharmacies >>> add PharmacyCommunications@hamacher.com to your safe sender or contact list

Gmail users >>> click and drag one of our emails from the Promotions tab to your Primary tab so future emails will land in your Primary inbox

Watch for emails from HRG Pharmacy Focus!



EASY ORDER GUIDE

scan to order! 




UPC	Product Description	UPC	Product Description
	Align Bloating Relief + Food Digestion 28ct		O'Keeffe's Working Hands Pain Relief Cream 3oz
	Cetaphil Daily Facial Cleanser 16oz		Ricola Cherry Cough Drops 45ct
	Cetaphil Daily Oil-Free Facial Moisturizer SPF 35 3oz		Ricola Lemon Mint Sugar-Free Cough Drops 19ct
	Cetaphil Gentle Skin Cleanser 16oz		Ricola Original Herb Cough Drops 21ct
	Cetaphil Moisturizing Cream 16oz		Ricola Swiss Herb Sugar-Free Cough Drops 19ct
	Cetaphil Moisturizing Lotion 16oz		Tom's of Maine Antiplaque & Whitening Peppermint Toothpaste 4.5oz
	hello Antiplaque + Whitening Toothpaste 4.7oz		Tom's of Maine Mountain Spring Deodorant 3.25oz
	hello Sweet Coconut Deodorant with Shea Butter 2.6oz		Tom's of Maine Silly Strawberry Anticavity Toothpaste Paste 5.1oz
	hello Unicorn Deodorant with Shea Butter 2.6oz		Tom's of Maine Wild Lavender Deodorant 3.25oz
	hello Unicorn Sparkle Fluoride Toothpaste 4.2oz		

timely topic

did you know?

APRIL IS



NATIONAL MINORITY HEALTH MONTH

CELEBRATED EACH YEAR, NATIONAL MINORITY HEALTH MONTH:

- Builds awareness about the disproportionate burden of premature death and illness in people from racial and ethnic minority groups.
- Encourages action through health education, early detection, and control of disease complications.

TAKE ACTION

To celebrate in your pharmacy, the National Institutes of Health have put together special resources.

Visit minorityhealth.hhs.gov/nmhm to learn more

Over 1,000 OTCs or RXs May Cause Dry Mouth



The drugs that can trigger xerostomia include:

Antiacne agents	Diuretics
Antianxiety agents	High blood pressure medications
Anticonvulsants	Muscle relaxants
Antidepressants	Narcotic analgesics
Antidiarrheal agents	Nonsteroidal anti-inflammatory drug
Antidysrhythmics	Opioid analgesics
Antihistamines	Parkinson's disease medications
Antinausea agents	Sedatives
Antipsychotics	Smoking-cessation agents
Anorexiant	Urinary incontinence agents
Antacids	
Bronchodilators	
Decongestants	

TAKE ACTION 

When you dispense these drugs, proactively tell patients that your store has options available should they experience dry mouth.

This is an upsell that can help patients and your bottom line.

1. www.aaom.com/index.php?option=com_content&view=article&id=107:xerostomia&catid=22:patient-condition-information&Itemid=120

DEODORANT TRENDS TO WATCH

1

ALL-OVER BODY PROTECTION

Multi-use products that treat odor in armpits, feet, under breasts, and in private areas. They are often dye-free and vegan.

2

ALL-NATURAL

These items tend to be plant-based and contain oils to help provide a smooth application. Ingredients include lavender, grapefruit, cedarwood, patchouli, vanilla, musk, chamomile, calendula, and more.

3

FREE-FROM

Products that don't contain certain ingredients such as aluminum, chemicals, baking soda, phthalates, sulfates, paraben, or talc.

! TAKE ACTION

Expand your deodorant collection to include trending product types that appeal to today's shopper!

Upcoming issues:

- Apr. Product Sampler
- May Category Spotlight: Personal & Self Care
- Jun. Category Spotlight: Growth Drivers & Innovations

Scan for Issue Archives



bit.ly/3SNloc3



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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.



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