

Hamacher Resource Group, Inc.
N29W22769 Marjean Lane
Waukesha, WI 53186

IN.depth

independent pharmacy publications

Category Spotlight



july 2024

trends & self care





CofixRX belongs in your pharmacy

Daily use of CofixRX cleanses away Allergens, Sinus Issues, Colds and Flu



Neutralizes up to 99% of germs and allergens.*

“CofixRX Nasal Solution has been the easiest-selling item and the best product for our patients. The pharmacists love to work with it, the patients know they’re getting results. You can’t find a better product.”
--Bobbie B. Medicap Pharmacy Raleigh, NC

- Up to 50% profit margin!
- Drive new customers with our store locator map
- Free marketing materials and social media support

Nasal Cleanse	850018805377
Throat Cleanse	850029863052

1-855-88COFIX or healthpro.cofixrx.com/order/hamacher or ask your wholesale distributor for CofixRX.

Learn More >



*In vitro testing at Utah State University Institute for Antiviral Research showed up to 99% efficacy against Colds, Flu, HRV-14, and RSV April 2021



CofixRX™ Nasal Cleanse .34 fl oz
CofixRX™ Throat Cleanse 28mL

Need Planograms?

Access the IN.store Portal!

HRG’s IN.store Merchandising Program includes access to the portal via a secure link with various tools designed to help you keep your front of store up-to-date and competitive while meeting shopper needs.



Planogram Fast Facts

- ✓ Created for 24 categories
- ✓ Vary from 1 to 15 planograms depending on the category
- ✓ Planogram sizes range from 3 to 16 feet

Contact Holly Ockelmann for more information:
holly_ockelmann@hamacher.com
(414) 355-1330.



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

Contact your Wholesaler to Order

Please email questions to: ColgateDrug@salelytics.com

www.softsoap.com
www.irishspring.com

COLGATE-PALMOLIVE COMPANY

THERAFLU-D

The only flu relief syrup with pseudoephedrine (PSE), the most powerful oral nasal decongestant available without a prescription.

“When I have a bad cold or flu, I want a product that relieves all my symptoms because it’s inconvenient taking multiple medications.”



Keep behind the counter



The only flu relief syrup with PSE



Relief

Recommend Theraflu-D Max Strength Flu Relief Nasal Decongestant for powerful, fast relief from:

- Fever
- Nasal & Sinus Congestion
- Sinus Pressure
- Head & Body Ache
- Sore Throat Pain
- Cough



Rest

Nighttime also relieves:

- Runny Nose
- Sneezing



300674350143

300674350099

Use as directed.

www.theraflu.com

HALEON

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Place an order with your wholesaler today.



Theraflu-D Flu Relief Max Strength + Nasal Decongestion Daytime 8 fl oz
Theraflu-D Flu Relief Max Strength + Nasal Decongestion Nighttime 8 fl oz

The Differences Between Compression Therapy & Compression Support

COMPRESSION THERAPY

Helps increase blood circulation in the lower legs, ankles, and feet. Treats pain and swelling.

Common Form: Hosiery

Uses: Poor leg circulation, lymphedema, deep vein thrombosis, spider veins, varicose veins, and post-surgery support



COMPRESSION SUPPORT

Helps keep muscles and joints warm during activities and helps to prevent injuries. Provides pain relief for tired, achy joints with slight pressure or compression to promote optimal blood flow.

Common Form: Sleeves

Uses: Arthritis, minor tears, ligament sprains, ligament tears, tendonitis, instability, sun protection, prevention, pain relief, and muscle warmth

Both compression therapy and supports come in varying strengths from mild to firm compression. Carry multiple strengths to meet patient needs.

EASY ORDER GUIDE

scan to order!

UPC	Product Description	UPC	Product Description
	COFIXRX NASAL CLEANSE .34 FL OZ		SOFTSOAP COCONUT SCRUB 20OZ
	COFIXRX THROAT CLEANSE 28ML		SOFTSOAP POMEGRANATE & MANGO 20OZ
	IRISH SPRING ACTIVE SCRUB 20OZ		SOFTSOAP SHEA BUTTER & ALMOND OIL 20OZ
	IRISH SPRING MOISTURE BLAST 20OZ		THERAFLU-D FLU RELIEF MAX STRENGTH + NASAL DECONGESTION DAYTIME 8 FL OZ
	IRISH SPRING ORIGINAL CLEAN 20OZ		THERAFLU-D FLU RELIEF MAX STRENGTH + NASAL DECONGESTION NIGHTTIME 8 FL OZ



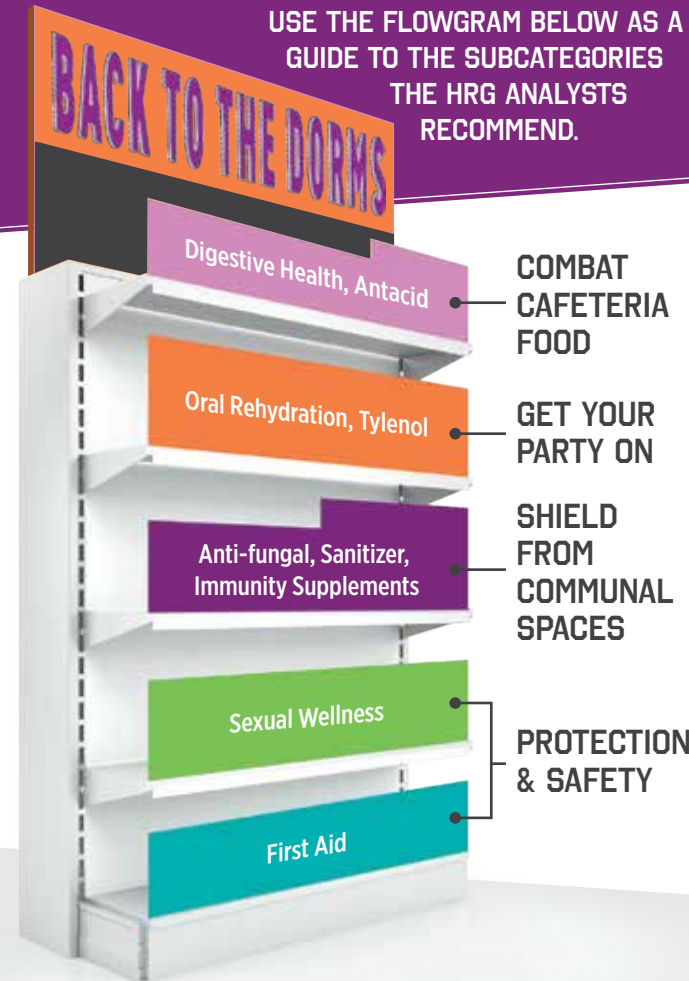
timely topic

did you know?

BACK TO THE DORMS

Help college students prepare for dorm life needs by creating an endcap with health and personal care products.

USE THE FLOWGRAM BELOW AS A GUIDE TO THE SUBCATEGORIES THE HRG ANALYSTS RECOMMEND.



Breastfeeding reduces the risk of breast cancer

Most people are aware of the benefits of breastfeeding for infants, but did you know that it also reduces the risk of breast cancer in the mother? Approximately 13% (about one in eight) of U.S. women are going to develop invasive breast cancer in the course of their life.¹ However, a scientific study found that for every 12 months a woman breastfed, her risk of breast cancer decreased by 4.3%.²



Here are some ways to promote women's breast health in your store:

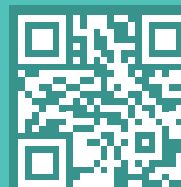
- Celebrate World Breastfeeding Week (Aug 1 - 7)
- Partner with a lactation specialist
- Host a monthly breastfeeding support group
- Sponsor a meet up group on women's health topics
- Publicize Breast Cancer Awareness Month in October
- Hang a poster about breast self-exams
- Encourage yearly mammograms in patients 40+
- Remind patients that breast pumps and milk storage bags can be purchased with HSA/FSA funds

www.breastcancer.org/facts-statistics
www.ncbi.nlm.nih.gov/12133652

Upcoming issues:

- Aug. Category Spotlight: Cold, Flu & Pain Relief
- Sep. Category Spotlight: Chronic Conditions
- Oct. Product Sampler

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facebook.com/groups/independentpharmacy

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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.

