

IN.depth

independent pharmacy publications

Category Spotlight



august 2024



**cold, flu &
pain relief**

Ricola®

INNOVATING FOR EVERYDAY HEALTH

Ricola has a broad portfolio to meet your customer's everyday needs when it comes to cough and throat care.

Drive sales by carrying an assortment of Ricola drops for a variety of usage occasions!

Occasional Relief

EFFECTIVE RELIEF FOR COUGH & SORE THROAT. MADE WITH SWISS ALPINE HERBS SINCE 1930

036602300330



With 10 herbs



Natural flavorings only



Natural colorings only

Nasal Care

3X THE MENTHOL! COOLS NASAL PASSAGES & SOOTHES SORE THROATS.

036602042056



Throat Care

EXTRA MENTHOL LIQUID CENTER FOR MAXIMUM COUGH AND THROAT RELIEF.

036602030602



Throat Care

EXTRA MENTHOL LIQUID CENTER FOR MAXIMUM COUGH AND THROAT RELIEF.

036602030596



RANKED #14 ON DRUG STORE NEWS FUTURE 50, POWERED BY HRG

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

Order Ricola from your wholesaler

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

NEW FROM

Pepto Bismol®

DELIGHTFUL FLAVORS & FORMS

WINTER FROST FLAVORED FAST MELTS

BUBBLE GUM FLAVORED KIDS GUMMIES

Helps kids relieve occasional* upset stomach, acid indigestion, sour stomach, and heartburn



301490002506



301490002810

Effective relief from nausea, heartburn, indigestion, upset stomach, and diarrhea

pepto-bismol.com

Use as directed.

STOCK THE #1 PHARMACIST-RECOMMENDED BRAND FOR UPSET STOMACHS*

*Based on Pharmacy Times 2023 Survey - upset stomach remedies category

*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.

NEW ULTRA CONCENTRATED FORMULA

25% smaller liquicaps are easier to swallow

Easy-to-open bottle†

Max strength, fast acting, multi-symptom relief



323900031128



323900031111

RECOMMEND THE WORLD'S #1 SELLING OTC COUGH AND COLD BRAND†

vicks.com

Use as directed.

†Nicholas Hall's global CHC sales database, DB20.



Order from your wholesaler today!

© 2024 Procter & Gamble



Vicks® DayQuil™ Cold & Flu 48ct
Vicks® NyQuil™ Cold & Flu 48ct

august 2024

august 2024

Breathe Right[®]

NASAL STRIPS

INSTANT NASAL CONGESTION RELIEF.
ANYTIME, ANYWHERE.

- Opens the nose for relief you can feel right away
- Up to 12 hours of continuous nasal congestion relief
- Helps you breathe more comfortably



Use as directed.

Breatheright.com

ANBESOL[®]

INSTANT
ORAL PAIN RELIEF!
TAKE BACK YOUR DAY WITH
MAXIMUM STRENGTH ANBESOL



GEL
850024432031



LIQUID
850024432017

Anbesol.com

ANBESOL RELIEVES ORAL PAIN ASSOCIATED WITH:



Use as directed.

From Cold & Flu to Everyday Allergy Symptoms

850026660418

NEW ITEM!
850026660401



CHILDREN'S Dimetapp[®]

- ✓ Fast-acting
- ✓ Made with children in mind
- ✓ Trusted by pharmacists, relied on by moms

Dimetapp.com

Use as directed.

Dristan[®] Fast Acting Congestion Relief

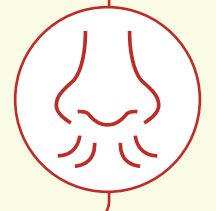


RELIEVES:

Sinus congestion & pressure

Nasal congestion due to colds & allergies

Swelling of nasal passages



850024431003

Dristan.com

Use as directed.

50+ YEARS OF RELIEF

Brands that make a difference.

Order from your wholesaler today!

www.foundationch.com



Anbesol[®] Maximum Strength Gel .33oz
Anbesol[®] Maximum Strength Liquid .41oz
Children's Dimetapp[®] Cold & Cough 4oz



Children's Dimetapp[®] Cough & Allergy Chewable 24ct

#1
DRUG-FREE
SLEEP AID
BRAND*

Innovation In Mood, Stress & Sleep Supplements



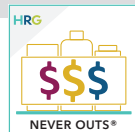
Melatonin Gummy 10mg Timed Release 35ct	047469081720	10mg of melatonin is released throughout the night to help minimize wake-ups and support sustained sleep
Melatonin Gummy 3mg Timed Release 45ct	047469081652	3mg of melatonin is released throughout the night to help minimize wake-ups and support sustained sleep*
Magnesium Gummy 60ct	047469080600	Helps calm the mind and relax the body*
Kids Magnesium Gummy 30ct	047469082178	Calms little minds and bodies*
Melatonin Gummy 10mg 90ct	047469073312	Helps patients fall asleep faster and stay asleep longer*
Melatonin Tab 10mg Fast Dissolve 60ct	047469062118	This great tasting tablet dissolves quickly to help patients fall asleep faster.*

Help patients achieve a calm mood and reset their natural sleep patterns* - order today!

NATROL
Natrol, LLC | Natrol.com

*Nielsen, xAOC, 52 weeks ending 2/24/24, Sleep Aid Supplements;
Nielsen, xAOC, 52 weeks ending 2/24/24, 5-HTP

*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.



Natrol® Melatonin Gummy 10mg 90ct



Natrol® Kids Magnesium Gummy 30ct
Natrol® Magnesium Gummy 60ct
Natrol® Melatonin Gummy 10mg Timed Release 35ct
Natrol® Melatonin Gummy 3mg Timed Release 45ct

REESE'S **PINWORM** MEDICINE

A Trusted Formula Since 1986

Promote with Confidence

- Of more than 1.1 million units sold in 2023, no consumers requested a return

Reliable Treatment at a Fraction of the Cost

- Up to 95% savings in comparison to Rx
- Visit ReesesPinworm.com for additional mail-in rebates

Pyrantel Pamoate Suspension

- The only OTC anthelmintic recognized by the FDA
- Liquid dose based on weight
- Safe & effective for the entire family (ages 2+)

Readily Available for Quick & Easy Treatment

- Sold online, at retailers nationwide, independent pharmacies & all drug wholesalers



ReesesPinworm.com

Reese Pharmaceutical Company • 1-800-321-7178

FOR MORE INFO SCAN THE QR CODE



Reese's Pinworm Medicine 1oz



The Trusted Remedies Your Family Grew Up With!



Product	UPC	Description
Father John's Medicine 8oz	011169049083	Relieves coughs due to colds and minor throat irritations
Wildroot Hair Groom 8oz	011169718804	Keeps hair in place so it looks handsome and natural
Protein 29 Hair Tonic 4oz	011169422565	Makes hair easy to style and keep in place
Dr. J.H. McLean's Volcanic Oil 4oz	011169040240	Provides quick relief for arthritis, minor muscular strains, bruises, and aches
Thum .20oz	011169100012	Helps break the habit of thumb sucking and nail biting
Peterson's Hemorrhoidal Ointment 3oz	011169128641	Promotes healing of cut, cracked, and irritated skin and external piles
Yager's Liniment 4oz	011169000046	General purpose liniment for home and farm use

Stock these ageless, hard-to-find brands.
Order from your wholesaler without delay.

When you see the name Oakhurst, you know it means quality.
428 N. Wantagh Ave | Bethpage, NY 11714 | (800) 831-1135 | www.oakhurstco.com

Nasal Subcategory **EXPANDS** Offerings & Forms

Saline-based Products

FORMS
Washes, rinses, mists, gels, neti pots, electronic irrigation systems, and nasal tools

TRENDING
Added ingredients such as Yerba Santa, Echinacea, Xylitol, Propolis, or Povidone Iodine, to further enhance the cleansing experience

Decongestants

ACTIVES
Oxymetazoline HCl or Phenylephrine

TRENDING
Non habit-forming or natural products

Dilators and Strips

HELPS
Treat congestion, reduce snoring, and improve sleep quality

TRENDING
Internal devices that include a mentholated scent as a way to clear the sinus passages

Moisturizers

FORMS
Mist, gel, and ointment

TRENDING
Aloe Vera and Xylitol are common ingredients in these types of products

Allergy Products

RELIEVES
Congestion, itchy, watery eyes, runny nose, and sneezing

TRENDING
These types of products are all prescription strength as they all have been RX-to-OTC switches

WE LAUNCHED A NEW WEBSITE



check it out!

bit.ly/3Y6xQle



IN the DETAILS of RETAIL

Focus on your goals while HRG digs into the details of retail to improve the shopping experience for your customers

IN.tell

Data & Analysis

- Product Information Management
- Market Insights

IN.front

Shopper Experience

- Category Management
- Visual Merchandising

IN.demand

Brand Development

- Creative Assets
- Retail Strategies

Staying true to our roots, we've created a special page dedicated to YOU, independent pharmacists!

Find more details here: hamacher.com/resources-for-independent-pharmacy

EASY ORDER GUIDE

scan to order!

UPC	Product Description	UPC	Product Description	UPC	Product Description
	ANBESOL ORL PN GEL MAX .33OZ		DR JH MCLEAN VOLCANC OIL 4OZ		REESE PINWORM MEDICINE 1OZ
	ANBESOL ORL PN LIQ MAX .41OZ		DRISTAN NASAL SPR 12HR .5OZ		REESE PINWORM MEDICINE 2OZ
	BREATHE RIGHT STRP X/C 26CT		FATHER JOHNS MEDICINE 8OZ		RICOLA MAX T/DRP BAG ICY/M 34CT
	BREATHE RIGHT STRP X/TAN 26CT		NATRL KID MAGNESIUM GMY 3OCT		RICOLA T/DRP BAG O/HRB 45CT
	BREATHE RIGHT STRP CLR LRG 3OCT		NATRL MAGNESIUM GMY RSP 6OCT		RICOLA MAX T/DRP BAG HN/LM 34CT
	BREATHE RIGHT STRP LAVENDR 26CT		NATRL MELATN 10MG GMY 9OCT		RICOLA MAX T/DRP BAG CHR 34CT
	BREATHE RIGHT STRP TAN LRG 3OCT		NATRL MELATN 10MG GMY TR 35CT		THUM LIQ .2OZ
	DIMETAPP CGH/CLD D/N 4OZX2		NATRL MELATN 3MG GMY TR 45CT		DAYQUIL CD/FLU UC LQUICAP 48CT
	DIMETAPP CLD/ALRG GRP 4OZ		NATRL MELATN 10MG TB FD S 6OCT		NYQUIL CD/FLU UC LQUICAP 48CT
	DIMETAPP CLD/CGH GRP 4OZ		PEPTO-BISMOL F/MLT CL C/TB 24CT		WILDROOT HAIR GROOM LIQ 8OZ
	DIMETAPP CHLD CGH/ALG C/TB 24CT		PEPTO KID GUMMY 24CT		YAGER'S LINIMENT 4OZ
	DIMETAPP M/S CLD/FLU GRP 4OZ		PETERSONS HEM OINT 3OZ		
	DIMETAPP CLD/CONG NT GRP 4OZ		PROTEIN 29 HAIR GROOM LIQ 4OZ		



timely topic

SEPTEMBER IS NATIONAL CHOLESTEROL EDUCATION MONTH

High cholesterol is a big risk factor for heart disease, the leading cause of death in the United States. More than **102 million American** adults have total cholesterol levels at or above 200 mg/dL, which is above healthy levels.



DURING SEPTEMBER, partner with a local clinic to offer cholesterol screenings right in store. Then, make a point to counsel patients about lifestyle changes that can help reduce cholesterol such as:



Eating a
heart-healthy
diet



Becoming
more
physically
active



Losing
weight

Learn more about cholesterol from the CDC website: [cdc.gov/cholesterol/about/index.html](https://www.cdc.gov/cholesterol/about/index.html)

Upcoming issues:

Sep. Category Spotlight:
Chronic Conditions

Oct. Product Sampler

Nov. Category Spotlight:
Wellness & Self Care

Scan for
Issue
Archives





did you know?

DRUG STORE NEWS' FUTURE 50

Powered by HRG

Health, beauty and wellness products launched in 2023 that HRG analysts project to succeed

TOP TEN

Rank	Product	Manufacturer
 1	NARCAN Emergency Treatment of Opioid Overdose 2pk	Emergent Devices, Inc.
 2	Colgate Optic White Stain Fighter Toothpaste with Baking Soda 4.2oz	Colgate-Palmolive Company
 3	Dr. Scholl's Freeze Away Skin Tag Remover 8 Treatments	Scholl's Wellness Company
 4	CONTOUR NEXT GEN Blood Glucose Monitoring System 1ct	Ascencia Diabetes Care Holdings
 5	Clearblue Early Digital Pregnancy Test 3ct	Procter & Gamble
 6	Pampers Baby Wipe Sensitive Pop-Top 168ct	Procter & Gamble
 7	Neutrogena Clear Face Serum Fragrance Free SPF 60+ 1.7oz	Kenvue Inc.
 8	Compound W Total Care Kit 1ct	Prestige Consumer Healthcare/Medtech
 9	Cortizone-10 Intensive Moisture Cream 2pk	Sanofi
 10	Neosporin+ Lidocaine Maximum Strength Ointment .5oz	Kenvue Inc.

See the full list of 50 items at:
drugstorenews.com/hrg-future-50-0



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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.

