

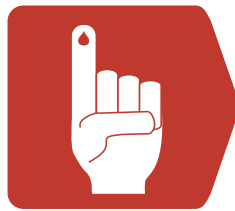
# Increasing the Market Basket

## Ideas for Cross-Selling Merchandise

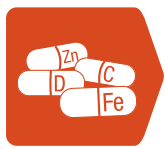


An infographic series from HRG

Do you have space in your **Diabetes Management** department? Consider adding items from other categories to encourage impulse purchases and boost sales.



### DIABETES MANAGEMENT



#### VITAMINS & DIETARY SUPPLEMENTS

##### Eye Vitamins

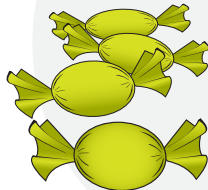


**Reason**  
Diabetes patients must pay special attention to their eyes and vision. Create convenience by adding a few SKUs to this department



#### COLD & ALLERGY

##### Diabetic Cold Medications



**Reason**  
These specially formulated OTC medications are safe and effective for diabetes patients to use without causing adverse effects



#### ORAL CARE

##### Dry Mouth Treatments

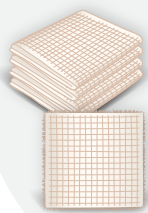


**Reason**  
Dry mouth is a side effect of high blood sugar and a variety of dry mouth treatments will help grow sales



#### FIRST AID

##### Dressings, Cleansers, etc.



**Reason**  
It's helpful to have items from the first aid department that are used with wound care in this set



#### SKIN CARE

##### Therapeutic Skin Care



**Reason**  
Many diabetes patients treat their skin with enriched lotions or creams. Adding these therapeutic products will provide easy add-on sales



#### HOME DIAGNOSTICS & PATIENT AIDS FOR DAILY LIVING

##### Blood Pressure Monitors



**Reason**  
There is a direct correlation between people with diabetes and people with high blood pressure