

the FUTURE 50





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

Drug Store News
Future 50, powered by HRG, originally appeared in the April 2024 issue.

top five



Rank	1	2	3	4	5
Description	NARCAN Emergency Treatment of Opioid Overdose 2pk	Colgate Optic White Stain Fighter Toothpaste with Baking Soda 4.2oz	Dr. Scholl's Freeze Away Skin Tag Remover 8 treatments	CONTOUR NEXT GEN Blood Glucose Monitoring System 1ct	Clearblue Early Digital Pregnancy Test 3ct
Manufacturer	Emergent Devices Inc.	Colgate-Palmolive Company	Scholl's Wellness Company	Ascencia Diabetes Care Holdings	Procter & Gamble
Subcategory	First Aid Kits & Supplies	Toothpaste & Treatments	Wound Treatments & Skin Relief	Blood Glucose Testing	Pregnancy & Ovulation/Fertility Tests & Support
Product Type	Mixed/Miscellaneous First Aid Kits & Supplies	Whitening Toothpaste	Wound, Burn & Skin Treatments	Blood Glucose Testing Devices	Pregnancy Tests
Launch Date	November	April	May	November	June

Rank	Description	Manufacturer	Subcategory	Product Type	Launch Date
 6	Pampers Baby Wipe Sensitive Pop-Top 168ct	Procter & Gamble	Disposable Diapers & Wipes	Wipes & Flushables	June
 7	Neutrogena Clear Face Serum Fragrance Free SPF 60+ 1.7oz	Kenvue Inc.	Therapeutic/Beauty Sun Protection	Therapeutic/Beauty Face Sun Protection	January
 8	Compound W Total Care Kit 1ct	Prestige/Medtech Products	Wart Removers	Wart Removers	February
 9	Cortizone-10 Intensive Moisture Cream 2pk	Sanofi	Itch Treatments	General Itch Treatments	January
 10	Neosporin+ Lidocaine Maximum Strength Ointment .5oz	Kenvue Inc.	Wound Treatments & Skin Relief	Topical Antibiotics & Antimicrobials	February
 11	Dr Scholl's Heel And Arch Pain Relief Orthotics Men's 1pr Dr Scholl's Heel And Arch Pain Relief Orthotics Women's 1pr	Scholl's Wellness Company	Shoe Insoles & Inserts	Heel & Arch	April
 12	La Roche-Posay Anthelios Melt-In Milk Sunscreen SPF 60 5oz	La Roche-Posay	Therapeutic/Beauty Sun Protection	Therapeutic/Beauty Body Sun Protection	August
 13	Tylenol Precise Cooling Pain Relieving Cream 4oz Tylenol Precise Pain Relieving Cream 4oz	Kenvue Inc.	External Pain Relief	External Muscle/Joint Pain Relief Creams, Ointments & Gels	November
 14	Ricola Throat Drop Cherry 45ct	Ricola Inc.	Cough Drops, Sore Throat Relief	Throat & Cough Drops	June
 15	Biofreeze Overnight Pain Relief Roll-On 2.5oz	Reckitt	External Pain Relief	External Muscle/Joint Pain Relief Lotions, Liquids, Roll-Ons & Sprays	August
 16	Nizoral Anti-Dandruff Shampoo 14oz	Arcadia Consumer Healthcare	Therapeutic Shampoos, Conditioners, Hair & Scalp Treatments	Therapeutic Shampoos	July

the FUTURE 50

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

Drug Store News Future 50, powered by HRG, originally appeared in the April 2024 issue.

Rank	Description	Manufacturer	Subcategory	Product Type	Launch Date
 17	Nasonex 24 Hour Allergy Spray 60 sprays Nasonex 24 Hour Allergy Spray 120 sprays	Perrigo Company	Allergy	Allergy Nasal Sprays, Drops & Inhalers	March
 18	Trojan Magnum Raw Condom 3ct Trojan Magnum Raw Condom 10ct	Church & Dwight Co., Inc.	Condoms & Barrier Contraceptives	Male Condoms	June
 19	Motrin Dual Action with Tylenol Tablet 80ct Motrin Dual Action with Tylenol Tablet 20ct	Kenvue Inc.	Internal Pain Relief	Ibuprofen & Other Anti-Inflammatories	July
 20	Mucinex Fast-Max Kickstart Severe Cold & Flu 6oz	Reckitt	Cough, Cold, Flu & Sinus	Cough, Cold, Flu & Sinus Liquids	June
 21	Neutrogena Purescreen+ Mineral UV Tint Face Liquid SPF 30 Medium 1.1oz Neutrogena Purescreen+ Mineral UV Tint Face Liquid SPF 30 Light 1.1oz	Kenvue Inc.	Mineral/Natural Sun Protection	Mineral/Natural Body Sun Protection	January
 22	Dove Baby Wash Sensitive Skin 13oz Dove Baby Cream Sensitive Skin 8oz	Unilever	Baby Health, Beauty & Wellness	Baby Bath & Hair Care Baby Lotions, Creams, Oils & Powders	August
 23	Natrol MelatoninMax 10mg Gummy Blueberry 50ct	Natrol	Specialty Supplements	Sleep, Stress & Anxiety	June
 24	Secret Deodorant Aluminum Free Clear Solid Lavender 2.4oz	Procter & Gamble	Women's Deodorants	Women's Solids & Gels	February
 25	BAND-AID Bandages Disney Princess Assorted 20ct BAND-AID Bandages Mickey Mouse Assorted 20ct	Kenvue Inc.	Children's First Aid	Children's First Aid Dressings	February
 26	Hawaiian Tropic Weightless Hydration Clear Sunscreen Spray SPF 70 6oz	Edgewell Personal Care	General Sun Protection	General Body Sun Protection	January
 27	Dr. Scholl's Odor-X Foot Odor Probiotic Spray 4oz	Scholl's Wellness Company	Odor & Wetness Treatments	Odor & Wetness Sprays	May
 28	Fungi-Nail Anti-Fungal Spray 1oz	Arcadia Consumer Healthcare	Antifungal Treatments	Nail Fungus & Repair Treatments	July
 29	Cortizone-10 Fast Itch Relief Massaging Rollerball 1.5oz	Sanofi	Itch Treatments	General Itch Treatments	January
 30	Systane Ultra PF Dry Eye Relief .34oz	Alcon	Eye Preparations	Eye Relief Products	January
 31	U By Kotex Balance Ultra Thin Pads with Wings Extra Heavy Overnight 22ct U By Kotex Balance Ultra Thin Pads with Wings Overnight 26ct	Kimberly-Clark Corporation	Feminine Protection	Feminine Pads	March
 32	Old Spice Champion Deodorant Fresh Air 3.0oz	Procter & Gamble	Men's Deodorants	Men's Solids & Gels	February
 33	Zzzquil Pure Zzzs Triple Action Gummy 60ct	Procter & Gamble	Specialty Supplements	Sleep, Stress & Anxiety	September

the FUTURE 50

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

Drug Store News Future 50, powered by HRG, originally appeared in the April 2024 issue.

Rank	Description	Manufacturer	Subcategory	Product Type	Launch Date
 34	Bausch + Lomb Biotrue Hydration Boost for Contacts Drops .33oz	Bausch + Lomb	Contact Lens Care	Soft Lens Multi-Purpose Solutions	June
 35	Dr. Scholl's Plantar Wart Remover Fast-Acting Liquid Kit 1ct	Scholl's Wellness Company	Wart Removers	Wart Removers	May
 36	Crest Pro-Health Gum Detoxify & Restore Toothpaste Deep Clean 4.6oz	Procter & Gamble	Toothpaste & Treatments	Regular Toothpaste & Tooth Powder	March
 37	Vicks VapoRub Advanced Plus Cough Suppressant Topical Analgesic Ointment 2.82oz	Procter & Gamble	Respiratory Treatments	Vapor Products	September
 38	DayQuil Cold & Flu Ultra Concentrated Liquicap 48ct	Procter & Gamble	Cough, Cold, Flu & Sinus	Cough, Cold, Flu & Sinus Tabs & Caps	July
 39	Old Spice Swagger Body Wash Cedarwood 24oz	Procter & Gamble	Hand & Body Cleansing	Body Cleansing Liquids	March
 40	Bactine Max Lidocaine Dry Spray 4oz	Wellspring Pharmaceutical Company	Wound Washes & Cleansers	Mixed/Miscellaneous Wound Washes & Cleansers	April
 41	Abreva Cold Sore Rapid Pain Relief Cream .10oz	Haleon	Lip Care	Medicated Lip Treatments	September
 42	Clearblue Menopause Stage Indicator Test 5ct	Procter & Gamble	Pregnancy & Ovulation/Fertility Tests & Support	Mixed/Miscellaneous Pregnancy & Ovulation/Fertility Tests & Support	October
 43	Hyland's Naturals Dry Ear Relief Oil .5oz	Hyland's Naturals	Ear Care	Mixed/Miscellaneous Ear Care	January
 44	NyQuil Cold & Flu Ultra Concentrated Liquicap 48ct	Procter & Gamble	Cough, Cold, Flu & Sinus	Cough, Cold, Flu & Sinus Tabs & Caps	July
 45	Olay Super Serum Night Repair 1oz	Procter & Gamble	Facial Moisturizers & Treatments	Facial Moisturizers	October
 46	O'Keeffe's Working Hands Pain Relief Cream 3oz	O'Keeffe's Company	Hand & Body Moisturizers & Treatments	Therapeutic Hand & Body Moisturizers	August
 47	Neutrogena Reusable Gentle Foaming Facial Cleanser Fragrance Free 1 Kit	Kenvue Inc.	Facial Cleansers	Facial Cleansers & Scrubs	December
 48	Zarbee's Children's Gentle Bedtime Gummy with Chamomile Raspberry Lemon 30ct	Zarbee's Inc.	Children's Pain & Fever Relief	Children's Sleeping & Calming Aids	December
 49	Icy Hot PRO Pain Relief Patch 5ct	Sanofi	External Pain Relief	External Muscle/Joint Pain Relief Patches & Pads	January
 50	MiraFIBER Gummies 72ct	Bayer Inc.	Laxatives	Fiber Products	August