

Hamacher Resource Group, Inc.
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IN.depth

independent pharmacy publications

Category Spotlight



november 2024



wellness &
self care



ED TREATMENT GEL
AVAILABLE WITHOUT
PRESCRIPTION

HALEON



FREQUENTLY ASKED QUESTIONS

Introducing the first FDA-cleared OTC erectile dysfunction (ED) treatment

Eroxon®
CLINICALLY PROVEN TO WORK WITHIN 10 MINUTES

- In two clinical studies, **over 60%** of men with ED experienced a meaningful improvement in their erections^{1*}
- **Works faster** than leading prescription ED pills

	EROXON®	SILDENAFIL	TADALAFIL
ONSET	Within 10 minutes*	Within 1 hour	Within 30 minutes
AVAILABLE WITHOUT AN RX	Yes	No	No

based on label comparisons ^{‡§}



SCAN THE QR CODE
or visit HaleonHealthPartner.com/en-us/sexual-health

APPROPRIATE FOR A WIDE RANGE OF PATIENTS

- Eroxon® is for males aged 22 years and older with ED
- About 1 in 4 men experience ED. Although the incidence of ED tends to rise with age, it's important to note that it can also affect younger men²

SAFE AND WELL TOLERATED

- Clinical trials have shown a very low incidence of side effects in both men and their partners
- Drug-free with no known drug interactions
- Compatible with latex and polyisoprene condoms, and with lubricants

EASY TO APPLY

- Eroxon® is a topical ED treatment gel supplied in a single-dose tube
- The man or partner massages the full tube of gel onto the head of the penis prior to sexual activity
- Men experienced better outcomes when used during foreplay

HOW IT WORKS

- Eroxon® works directly on the penis. It is believed that this stimulates nerve endings which helps to trigger the release of nitric oxide, leading to vasodilation and increased blood flow in the penis⁴⁻⁸
- If the desired effect is not achieved, the patient should try using Eroxon® again, at another time. For some, it may take using the product a few separate times to produce the expected result

HAS EROXON® UNDERGONE CLINICAL TRIALS DEMONSTRATING ITS EFFICACY IN TREATING ERECTILE DYSFUNCTION (ED) IN ADULT MEN?

Eroxon® is a clinically proven treatment gel for men with ED. In two clinical studies, over 60% of men with mild, moderate, and severe ED experienced a meaningful improvement in their erections. Eroxon® was shown to work quickly: 63% of clinical trial subjects experienced an erection within 10 minutes.* 71% of clinical trial subjects were able to have penetrative sex within 15 minutes.[†]

HOW IS EROXON® FORMULATED?

Eroxon® contains alcohol, aqua, glycerin, propylene glycol, carbomer, and potassium hydroxide. None of these compounds are active pharmaceutical ingredients, contributing to an exemplary safety profile.³

HOW LONG DOES EROXON® LAST?

Data from clinical trials have shown that the effects of Eroxon® are sufficient to help maintain an erection long enough for penetrative sex.¹

HOW OFTEN CAN THE PATIENT USE EROXON®?

Eroxon® was evaluated as a single dose per intercourse attempt and can be used as often as required. Patients should apply each time they have sex.¹

*For physical intimacy. Individual results may vary. †Assessed by Minimal Clinically Important Difference (MCID), evaluating a subject-reported noticeable effect in a threshold of 30% of uses. Validated outcome measures included: International Index of Erectile Dysfunction-Erectile Function (IIEF-EF) and Sexual Encounter Profile (SEP2 and SEP3). [‡]https://www.accessdata.fda.gov/drugsatfda_docs/label/2010/020895s0331bl.pdf [§]https://www.accessdata.fda.gov/drugsatfda_docs/label/2011/021368s20s21bl.pdf

References: 1. Data on file, Haleon 2023. 2. Mark KP, Arenella K, Girard A, Herbenick D, Fu J, Coleman E. Erectile Dysfunction prevalence in the United States: report from the 2021 National Survey of Sexual Wellbeing. *J Sex Med.* 2024;21(4):296-303. doi:10.1093/jsxmed/qdae008. 3. Eroxon® product leaflet. 4. Dean RC, Lue TF. *Urol Clin North Am.* 2005;32(4):379-v. doi:10.1016/j.ucl.2005.08.007. 5. Bleustein CB et al. *J Urol.* 2003;169(6):2266-2269. doi:10.1097/01.ju.0000065824.35996.c8. 6. Yarnitsky D et al. *J Urol.* 1996;156(2 Pt 1):391-393. doi:10.1097/00005392-199608000-00014. 7. Cox G et al. *Sex Med.* 2015;3(2):76-85. doi:10.1002/sm2.67. 8. Argiolas A et al. *Brain Sci.* 2023;13(5):802. doi:10.3390/brainsci13050802

CAN EROXON® BE USED WITH OTHER ED TREATMENTS, LIKE PDE5I (I.E. VIAGRA® AND CIALIS®)?

The use of Eroxon® with other ED treatments has not been studied. However, there are no known drug interactions for Eroxon®¹

IS SEXUAL STIMULATION NEEDED FOR EROXON® TO WORK?

Yes, like other products for ED, the user needs to be sexually stimulated for it to work.

IS EROXON® EFFECTIVE IN TREATING ED THAT IS PRIMARILY CAUSED BY SIGNIFICANT PHYSICAL HEALTH CONDITIONS?

In a phase 3 clinical study, 31% of men had ED which was assessed as purely psychogenic, and 68% of men were assessed as having organic ED (58% with a psychogenic component and 10% with purely organic ED). The study results indicated Eroxon® was effective in all men including those with purely organic ED but the relatively low number of men in this group may mean that men with purely organic ED may not respond as well as other men.¹

DOES EROXON® WORK FOR PATIENTS WHO HAVE A RADICAL PROSTATECTOMY?

The effectiveness of Eroxon® has not been studied in radical prostatectomy patients.³

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Help Them Gather with Care this Season

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*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.



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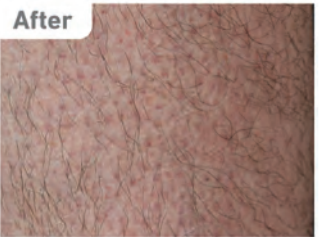
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*No. 1 Hand Cream claim based on Nielsen sales data for 52 week period ending 7/13/2024. REPRESENTATIVE PHOTOS: Before and after images from two-week usage period. Lotion was applied once daily and as needed.



O'Keeffe's® Healthy Feet Cream 2.7oz
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NEVER OUTS®

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AT ONE TIME

...there were hundreds of analgesic powder brands across the southern states. Pharmacists concocted their own powders because creating pills was difficult and expensive.

Today, the three dominant headache powders – BC, Goody's, and Stanback – are **sold throughout the U.S.** Major analgesic brands like **TYLENOL** and **Bayer** have also added powder forms.

PAIN POWDER FAST FACTS

- Fast and convenient
- Easy stomach absorption
- Usually a blend of caffeine, acetaminophen, and/or aspirin
- Great for those who have trouble swallowing pills
- Multiple flavor options

Source: www.johnlocke.org/the-story-of-headache-powders/

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Contact Holly at holly_ockelmann@hamacher.com for a in-person or virtual assessment



timely topic

did you know?

RECOGNIZE CAREGIVERS

during National Family Caregivers Month



Many caregivers are never recognized for the many hours of care they provide for loved ones. Your pharmacy can show appreciation for caregivers during National Family Caregivers Month this November by:

- Offering caregivers a special coupon or gift
- Writing caregivers thank you cards
- Educating them about medical conditions and products
- Promoting your medication management services
- Stocking products that make life easier at home

For free social media content, please visit:
www.ncoa.org/page/national-family-caregivers-month/

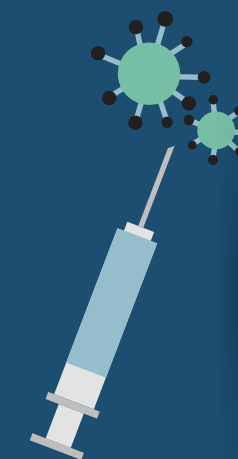


This article was adapted from PBA Health
<https://www.pbahealth.com/elements/national-family-caregivers-month/>

Be sure to watch for these upcoming issues of *IN.depth*

- Dec. **Category Spotlight: Essentials for Health**
- Jan. **Category Spotlight: Weight Management & Healthy Living**
- Feb. **Category Spotlight: Sun, Skin, and First Aid**

NATIONAL INFLUENZA VACCINATION WEEK



DECEMBER

sun	mon	tue	wed	thu	fri	sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

National Influenza Vaccination Week (NIVW) is an annual observance to remind everyone that there's still time to get vaccinated against flu.

This page on the CDC website has materials to help promote vaccination week:

www.cdc.gov/flu-resources/php/nivw/index.html



For updates on the MPox vaccine, visit this page on the CDC website:

www.cdc.gov/mpox/hcp/vaccine-considerations/index.html



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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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