

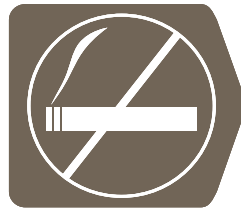
Increasing the Market Basket

Ideas for Cross-Selling Merchandise



An infographic series from HRG

Do you have space available in your **Nicotine Replacement Therapy** department? Consider adding items from other categories to encourage impulse purchases and boost sales.



NICOTINE REPLACEMENT THERAPY



ORAL CARE



GENERAL
MERCHANDISE



ORAL CARE

Whitening Products

Reason

A natural cross-selling opportunity for those consumers giving up smoking and wanting to improve their appearance



Chewing Gum

Reason

For patients cutting down on smoking, gum is an often-used aid to help freshen breath on the go



Mouthwash

Reason

A way to fight smoker's breath is to have a dedicated oral care regimen that includes mouthwash



HOME DIAGNOSTICS
& PATIENT AIDS FOR DAILY LIVING

Blood Pressure Monitors

Reason

There is a link between smoking and high blood pressure

