

Hamacher Resource Group, Inc.
N29W22769 Marjean Lane
Waukesha, WI 53186

IN.depth

independent pharmacy publications

Category Spotlight




january 2025




**weight
management
& healthy living**

POSITION YOUR STORE FOR PROFITABILITY


Subscribe to **HRG's IN.store Portal** for access to monthly category management tools, including:



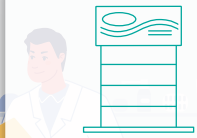
Easy-to-read, executable planograms




Competitive, specific pricing guidance



New item recommendations



Monthly themed endcaps



Small-format planograms for most core categories

✓ Rely on IN.store Category Management Tools for which products to carry, where to merchandise them, and how much to charge.

Request a Demo Today!



EASY ORDER GUIDE *scan to order!*

UPC	Product Description
8 54995 00700 7	Campho-Phenique Cold Sore Treatment Gel .32oz
8 54995 00702 1	Campho-Phenique Pain & Itch Relief Gel .5oz
8 54995 00701 4	Campho-Phenique Pain & Itch Relief Liquid 3/4 fl oz
8 27854 00631 2	Colgate Total Plaque Pro Release Toothpaste .3oz
8 27854 01800 1	Colgate Total Gum Project Toothpaste 3oz
8 50024 43001 3	Fibercon 140ct
3 00235 77330 5	Refresh Optive Mega 3 PF 30ct
3 00233 78210 1	Refresh Relieva PF Xtra .33oz
3 00233 11010 2	Refresh TEARS MDPF .33oz
8 16526 01001 6	St. Joseph 120ct
8 16526 01000 9	St. Joseph 36ct
8 16526 01004 7	St. Joseph Chewable Orange 36ct

January 2025

Dear Pharmacist,

Phenylephrine (PE) Regulatory Developments

There has been significant press recently regarding regulatory developments of oral cold & allergy products containing phenylephrine (PE). PE is an active ingredient in many cold & allergy products, and any changes in their monograph may impact your front-of-store.

Background

There is a pending regulatory development that could impact the over-the-counter drug industry in the future. The FDA held a public meeting regarding phenylephrine. After reviewing evidence, the Nonprescription Drugs Advisory Committee (NDAC) voted that phenylephrine, when taken at approved monograph doses, lacks proper effectiveness to provide relief of nasal congestion symptoms such as hay fever and the common cold.

On November 7, 2024, the U.S. Food and Drug Administration (FDA) proposed removing phenylephrine as an active ingredient in oral over-the-counter (OTC) products for nasal congestion.

What happens next?

The FDA is requesting public comments on the proposal, which are due by May 7, 2025. After this date, if finalized, the order would become effective one year after the final rule is published, which is likely to be in the second half of 2026.

HRG analysts are following this issue closely and are developing plans for when a determination is made regarding the marketplace status of these products. As this evolves, watch for additional information from HRG to help you manage your front-of-store.

Follow our website for updates as they occur, <https://hamacher.com/news-insights>



Please feel free to contact me with any questions: colleen_volheim@hamacher.com.

Sincerely,

Colleen Volheim
Category Research & Analysis Manager




Stock Up On The #1 Selling Preservative-Free Brand² For Dry Eye Relief



**Instant comfort,
lasting relief**



**Protects tears
from evaporating**



**Original
strength**

Product	Barcode	Cardinal	McKesson	Cencora
Refresh Relieva PF Xtra .33oz	3 00233 78210 1	5898572	2890796	10286743
Refresh Optive Mega 3 PF 30ct	3 00233 77330 5	5367453	3650918	10177503
Refresh TEARS MDPF .33oz	3 00233 11010 2	5898580	2890804	10286685

1. Data on file, AbbVie, Inc. REF-113774. 2. Data on file, AbbVie, Inc. REF-124950.
 © 2024 AbbVie. All rights reserved. All trademarks are the property of their respective owners.
 US-RFS-240412 11/24





Brands that make a difference.

FiberCon[®]
CALCIUM POLYCARBOPHIL BULK-FORMING LAXATIVE



Safe, Comfortable Fiber Therapy

- Easy-to-swallow coated capsules
- No mess, no mixing, no aftertaste
- No chemical stimulants to cause cramps

850024430013

www.fibercon.com Use as directed.

ST. JOSEPH. LOW DOSE ASPIRIN

A doctor-directed, low-dose aspirin regimen can help prevent the recurrence of another heart attack or ischemic stroke.

Put a little love in your heart!



816526010016

816526010009

816526010047

Aspirin Therapy is not right for everyone, so tell patients to talk to a doctor before starting or changing an aspirin regimen.

www.stjosephaspirin.com Use as directed.

MEDICATED Campho-Phenique



854995007007

Treatment that relieves pain & itch, dries the cold sore, and moisturizes



854995007014

First aid to tackle minor burns, bites, and scrapes



854995007021

www.camphophenique.com Use as directed.

Order from Your Preferred Wholesaler Today! www.foundationch.com



Campho-Phenique[®] Pain & Itch Relief Liquid 3/4 fl oz

Help your customers Be Dentist Ready in the New Year

Colgate

Total

Colgate

Fights the root cause of early gum disease by eliminating 100% more bacteria*

NEW

Total
ACTIVE PREVENTION⁺
Gum Protect



ANTIBACTERIAL
24
HOUR**

CLINICALLY
PROVEN

Dissolves & lifts away plaque[†] for 2X less gum-harming plaque

*plaque bacteria vs. a non-antibacterial fluoride toothpaste after 4 weeks of twice daily use.
**protection when 2x daily brushing with 4 weeks continued use.
†vs. regular fluoride toothpaste, with twice daily brushing after 6 months.

Contact your Wholesaler to Order

Please email questions to: ColgateDrug@salelytics.com www.colgatetotal.com COLGATE-PALMOLIVE COMPANY

CONTRACEPTIVE TRENDS

- 1 Growing demand for long-lasting options**
Hormonal IUDs are now effective up to 10 years
- 2 Lower dose hormonal pills**
As effective as original dose with reduced common side effects
- 3 Vaginal rings**
Contain estrogen and progestin, and can be used for weeks at a time
- 4 Copper IUDs**
Non-hormonal and provide up to 12 years of pregnancy protection
- 5 Apps that streamline natural family planning**
- 6 Environmentally-friendly condom materials**
- 7 Male hormonal contraceptive pills and hormonal shots**
Suppress sperm production
- 8 Spermicide tablets**
More convenient and protect longer than traditional creams and films
- 9 Transdermal patches**
Changed weekly, and provides a constant release of hormones
- 10 Increased accessibility**
financial assistance programs, and educational resources
- 11 Condoms enriched with plant-based spermicides**
For a more natural alternative to synthetic-based spermicides
- 12 State policies and laws**
Monitor regulations that could restrict or increase the availability of emergency contraceptives, change sex-education requirements, set age restrictions on contraceptive use, or limit the accessibility without parental consent

1. Trends in Birth Control Options: What's New in 2024 – Contemporary OB/GYN Associates - <https://bit.ly/3ZBL9Qf>



timely topic

did you know?

February is LOW VISION AWARENESS MONTH

Millions of people live with a visual impairment that can't be fixed with glasses, contacts, medicine, or surgery. Vision rehabilitation services can help them make the most of the vision they have – and keep doing the things they love.

Follow these three steps to link your patients to the services that are right for them.

Step 1:
Identify your network of vision rehabilitation service providers.
Access lists of providers by state here: bit.ly/4gwHbQh

Step 2:
Talk to your patients about their needs and goals for living with their visual impairment.
Discover the many types of vision rehabilitation services here: bit.ly/4gwHbQh

Step 3:
Refer your patients to appropriate vision rehabilitation services.
Patients may be overwhelmed and not know how to find resources on their own

Source: www.nei.nih.gov/learn-about-eye-health/outreach-resources/vision-rehabilitation-resources/low-vision-awareness-month

Subscription-based Weight Loss Meds GAIN POPULARITY

Many Americans have turned to online subscription-based programs that sell compounded GLP-1 drugs at a fraction of the cost of their branded counterparts. Examples include Hers, Hims, Henry Meds, and Ro.

The companies employ doctors and partner with compounding pharmacies. Here are some things to be aware of:

- Your patients may not think to disclose they are on a compounded GLP-1 drug, so **consider signage at the counter** requesting they share this information
- You may **receive scripts for anti-nausea medications** from the doctors who work for these companies instead of your patients' usual doctors
- GLP-1 users may experience digestive side effects, so **keep an ample supply** of OTC digestive products on hand

Since GLP-1 drugs are not right for everyone, offering OTC weight loss products is still important.

Your profitability lies in your front-end products. Sell more of them.

Powered by **HRG**

Explore the trusted product information management (PIM) platform from Medipim, powered by HRG, which contains accurate, comprehensive product data and images.

- + Empower your online presence
- + Facilitate easier product recommendations
- + Improve inventory operations

BOOK A DEMO TODAY!

Subscription options can be tailored to pharmacies of any size. More details at: www.medipim.com/usa

Upcoming issues:

Feb. Category Spotlight: Sun, Skin, and First Aid

Mar. Category Spotlight: Seasonal Solutions

Apr. Product Sampler

Scan for Issue Archives

bit.ly/4cJbyjt

Join Our Facebook Group:
Independent Pharmacy – Profit in the Front End
facebook.com/groups/independentpharmacy

Hamacher Resource Group (HRG) provides community pharmacies with product information on behalf of manufacturers and does not endorse any specific product or manufacturer. HRG makes no representation or warranties, expressed or implied, nor claims responsibility for the results obtained from the use of such information. HRG does not endorse any specific wholesaler or distributor.

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.

Printed on post-consumer recycled paper with soy-based inks.