

# IN.depth

independent pharmacy publications

Category Spotlight  december 2024

## essentials for health

### IN.DEPTH ISSUE THEMES – 2025

#### JANUARY

Weight Management  
& Healthy Living

→ **HOT TOPIC!**

#### FEBRUARY

Sun, Skin,  
and First Aid

#### MARCH

Seasonal  
Solutions

#### APRIL

**PRODUCT  
SAMPLER**

#### MAY

Personal &  
Self Care

#### JUNE

Medicine Chest &  
Summer Essentials

#### JULY

Women's  
Health

→ **HOT TOPIC!**

#### AUGUST

Cold, Flu, Pain  
& Diagnostics

#### SEPTEMBER

Diabetes Care &  
Chronic Conditions

→ **NEW THEME!**

#### OCTOBER

**PRODUCT  
SAMPLER**

#### NOVEMBER

Wellness &  
Post-Op Recovery

→ **NEW THEME!**

#### DECEMBER

Health  
Essentials

**Enzyme-Driven Products**  
**from the Experts in Dryness**



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- Feels like your own moisture
- Recommended for any kind of vaginal dryness, including from breastfeeding, menopause, antibiotics, auto immune diseases, and certain Rx drugs
- Features your patient's desire: Formulated without parabens, SLS, glycerin, hormones, and toxins

Supports Saliva's Natural defenses, **contains salivary enzymes**

- The proven, enzyme-based dry mouth care you remember, under a new brand name
- Limiting the dry mouth causes, can be used for any source of dry mouth symptoms
- Also available: mouth spray and toothpaste for a complete regimen

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2X BETTER Absorbing Nutrients<sup>1</sup>

With VITAMIN D Antioxidant

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\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

<sup>1</sup>Data on File for #1 Doctor Recommended Brand, Bausch + Lomb.

<sup>2</sup>Based on AUC of Lutein and Zeaxanthin compared to original PreserVision AREDS 2 Soft Gel.

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OcuVite® Adult 50+ 50ct  
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# EVAPORATIVE DRY EYES? LOOK TO MEGA-3®

A FIRST-LINE CHOICE



RELIEF FOR DRY EYES THAT MAY BE DUE TO MGD



Stabilizes the tear film



Fortifies the lipid layer



Includes Flaxseed Oil\*  
and antioxidants\*

\*Inactive ingredients.

MGD = meibomian gland dysfunction

[refresheyedrops.com/doc](https://refresheyedrops.com/doc)

Product	Barcode	Cardinal	McKesson	Cencora
Refresh Optive Mega 3 PF 30ct		5367453	3650918	10177503



# DRY EYES DESERVE Xtra

Instant Symptom Relief<sup>2</sup>

*Clinically shown to act fast and last  
Innovated with moisture-locking technology  
Enriched with the antioxidant Trehalose\**

\*Inactive ingredient.

[refresheyedrops.com/doc](https://refresheyedrops.com/doc)

Product	Barcode	Cardinal	McKesson	Cencora
Refresh Relieva PF Xtra .33oz		5898572	2890796	10286743

1. Data on file, AbbVie, Inc. REF-113774. 2. Data on file, AbbVie, Inc. REF-123434.

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abbvie



Refresh® Optive® Mega 3 PF 30ct



Refresh® Relieva® PF Xtra .33oz

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**POOP HAPPENS, BUT WHEN IT DOESN'T, THERE'S Pedia-Lax®**



UPC	Description
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301320202205	PEDIA-LX ENEMA 2.25OZ S
301320190120	PEDIA-LX LQ GLYC SUPP 6
301320001068	PEDIA-LX STL SFTNR 4OZ

\*IQVIA, using the Provoice Survey October 1, 2019 to October 31, 2019

**Helps Support your Natural Digestive Process\***

- ✓ Portable and convenient
- ✓ Only one Meltaway® needed
- ✓ Vegetarian-friendly formula



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- + Offers an instant soothing, cooling sensation that can be felt in the mouth and throat
- + Provides complete† heartburn relief in just one tablet
- + Provides rapid relief of heartburn and acid indigestion

†Before, during, or after a meal

**RELIEF IN MINUTES**

- #1 suppository brand<sup>1</sup>
- Small & lubricated gentle glide tip
- Acts locally in the colon without having to go through the entire digestive system

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\*IRI data 52 weeks ending 11.3.24



**WORKS IN MINUTES TO RELIEVE GAS FAST**



- Contains the #1 doctor-recommended OTC anti-gas ingredient
- Strongest gas relief in 2 fast gels
- Convenient and portable

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Use as directed.



Fleet® 4ct  
Pedia-Lax® Liquid Glycerin Suppositories 6ct





# Help them Smile with Joy This Season

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**Contact your Wholesaler to Order**  
Please email questions to: [ColgateDrug@salelytics.com](mailto:ColgateDrug@salelytics.com)

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[www.tomsofmaine.com](http://www.tomsofmaine.com)  
[www.hello-products.com](http://www.hello-products.com)

**Eucerin® Aquaphor®**

## DERMATOLOGIST RECOMMENDED BRANDS

Expect more  
from your  
skincare  
**Eucerin®**



**Eucerin Original Healing Cream**  
16 oz  
UPC: 072140000219

Emollient-rich moisturizing formula  
helps heal and protect extremely dry,  
sensitive, compromised skin



**Eucerin Intensive Repair Lotion**  
16.9 fl oz  
UPC: 072140110161

Instantly restores radiance  
to very dry, dull skin



**Eucerin Eczema Relief Cream**  
8 oz  
UPC: 072140011871

Clinically proven to  
relieve and soothe dry, itchy  
eczema-prone skin

There's before,  
and then there's  
**Aquaphor®**



**Aquaphor Healing Ointment**  
Skin protectant / 14 oz  
UPC: 072140636081

Clinically proven to restore  
smooth, healthy skin



**Aquaphor Healing Ointment**  
Skin protectant / 1.75 oz  
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One essential solution for  
many skincare needs



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Skin protectant / 3 oz  
UPC: 072140633776

Helps treat diaper rash and  
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Aquaphor Healing Ointment may be covered for insurance reimbursement if certain requirements are met.



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Eucerin® Eczema Relief Cream 8oz  
Eucerin® Original Healing Cream 16oz





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Rinse-Free Foaming Body Wash,  
Shampoo & Peri-Cleanser

Perfect for post-operative care!



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timely topic

did you know?

## NATIONAL PHARMACIST DAY

JANUARY  
12



PHARMACISTS ARE AN INTEGRAL PART OF THE HEALTHCARE SYSTEM. Your deep understanding of prescription medications and strong customer connection makes your pharmacy a true pillar of your community.

### WAYS TO CELEBRATE

- + Thank your staff with a small gift
- + Brag about your staff on social media (use hashtag #NationalPharmacistDay)
- + Nominate a pharmacist for an award (check your local pharmacist association)
- + Encourage professional development (CEs, conference, etc.)

## CREATE OPPORTUNITIES FOR CONNECTIONS

**Social Isolation and Loneliness (SIL)** is a big problem in adults 65 and older, with up to 29% feeling isolated and lonely.<sup>1</sup> SIL can lead to depression, weight loss, cognitive decline, stroke, and even premature death. Pharmacists can identify patients experiencing SIL and do the following:

- ★ Connect patients with senior service agencies
- ★ Provide a list of volunteer opportunities in your community
- ★ Organize walking, gardening, or game groups

Check out this self-paced training to recognize SIL in your pharmacy patients which includes talking points and more ideas to help address SIL.



bit.ly/4i0Ktw3



1. National Academies of Sciences, Engineering, and Medicine. Social Isolation and Loneliness in Older Adults: Opportunities for the Health Care System. The National Academies Press; 2020.



## DESIGNED UNIQUELY FOR PEOPLE LIVING WITH DIABETES



THE SUGAR-FREE DAYTIME, COUGHING, ACHING, FEVER, **POWER THROUGH YOUR DAY, MEDICINE**

**POWERFUL NIGHTTIME COLD SYMPTOM RELIEF IN JUST ONE DOSE\***

\*In each 6-hour dose

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323900034013

Use as directed.



Stock sugar-free, alcohol-free VICKS® DayQuil™ and NyQuil™

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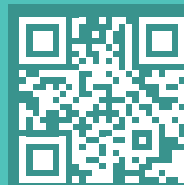


Vicks® DayQuil™ Diabetes Cold + Flu 12 fl oz  
Vicks® NyQuil™ Diabetes Cold + Flu 12 fl oz

### Upcoming issues:

- Jan. **Category Spotlight: Weight Management & Healthy Living**
- Feb. **Category Spotlight: Sun, Skin, and First Aid**
- Mar. **Category Spotlight: Seasonal Solutions**

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december 2024

# U.S. Self-Testing Market in Brick & Mortar is Worth **\$10 Billion**<sup>1</sup>

COVID-19 taught people how to test from home and made them feel **more comfortable** with home tests in general.




## Popularity Soars for At-Home Testing:


















- |                          |                    |
|--------------------------|--------------------|
| 1. Glucose Monitoring    | 6. Gender          |
| 2. Pregnancy             | 7. Ovulation       |
| 3. HIV                   | 8. FLU A/B         |
| 4. Cholesterol Detection | 9. Colon Screening |
| 5. Drug Abuse            | 10. COVID-19       |

1. GMI – Global Market Insights – Self-Testing Market

At-home testing is becoming a preferred method for those in rural areas, remote locations, and for people with mobility issues and compromised immune systems.

## EASY ORDER GUIDE *scan to order!*

UPC	Product Description
	3-N-1 Rinse-Free Foaming Body Wash, Shampoo & Peri-Cleanser 7.5 fl oz
	Aquaphor Baby Healing Ointment Skin protectant 3oz
	Aquaphor Healing Ointment Skin protectant 1.75oz
	Aquaphor Healing Ointment Skin protectant 14oz
	Beano Meltaways 15ct
	Colgate Optic White Advanced Sparkling White Toothpaste 3.2oz
	Colgate Total Whitening Toothpaste 5.1oz
	Eucerin Eczema Relief Cream 8oz
	Eucerin Intensive Repair Lotion 16.9 fl oz
	Eucerin Original Healing Cream 16oz
	Fleet 4ct
	hello Antiplaque + Whitening Natural Peppermint Toothpaste 4.7oz
	Luvana Vaginal Rinse 6 fl oz
	Luvana Enhanced Personal Lubricant 1.3oz
	Luvana Feminine Wipes 25ct
	Luvana Therapeutic Wash 6.76 fl oz
	Luvana Vaginal Moisturizer & Lubricant 6ct
	Ocuvite Adult 50+ 50ct

UPC	Product Description
	Ocuvite Adult 50+ 90ct
	Pedia-Lax Cheable 30ct
	Pedia-Lax Enema 2.25 fl oz
	Pedia-Lax Liquid Glycerin Suppositories 6ct
	Pedia-Lax Liquid Stool Softener 4 fl oz
	Phazyme 250MG 12ct
	PreserVision AREDS 2 120ct
	PreserVision AREDS 2 60ct
	Refresh Optive Mega 3 PF 30ct
	Refresh Relieva PF Xtra .33oz
	Salivea Mouth Spray 1.5oz
	Salivea Mouthwash Soothing Mint 16 fl oz
	Salivea Toothpaste Soothing Mint 4.3oz
	Tagamet 30ct
	Tom's of Maine Antiplaque & Whitening Toothpaste Peppermint 4.5oz
	Vicks DayQuil Diabetes Cold + Flu 12 fl oz
	Vicks NyQuil Diabetes Cold + Flu 12 fl oz