

# IN.depth

independent pharmacy publications

Category Spotlight



february 2025

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**sun, skin,  
and first aid**

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# REESE'S PINWORM MEDICINE

## A Trusted Formula Since 1986

### Promote with Confidence

- Of more than 1.1 million units sold in 2023, no consumers requested a return

### Reliable Treatment at a Fraction of the Cost

- Up to 95% savings in comparison to Rx
- Visit ReesesPinworm.com for additional mail-in rebates

### Pyrantel Pamoate Suspension

- The only OTC anthelmintic recognized by the FDA
- Liquid dose based on weight
- Safe & effective for the entire family (ages 2+)

### Readily Available for Quick & Easy Treatment

- Sold online, at retailers nationwide, independent pharmacies & all drug wholesalers



**ReesesPinworm.com**

Reese Pharmaceutical Company • 1-800-321-7178

FOR MORE INFO SCAN THE QR CODE



Reese's Pinworm Medicine 1oz



2oz UPC: 0-23513-61821-0



1oz UPC: 0-23513-61801-2

24-HOUR MOISTURE

NOURISHING B3 COMPLEX

VISIBLY GLOWING SKIN

RICH & IMMERSIVE LATHER

LUXURIOUS FRAGRANCES

olay.com

OLAY'S MOST  
INDULGENT  
BODY WASH  
OLAY



030772107881

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Order from your wholesaler today!



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# Eucerin<sup>®</sup>

The only dermatological  
suncare brand  
with 5 antioxidants to  
help defend against  
long-term sun damage<sup>†</sup>

Glycyrrheticin

Acid

Vitamin E

5 AOX SHIELD<sup>™</sup>

Vitamin C

Oxyne

ST

Licochalcone

A



AMERICA'S

# #1 TRUSTED SUNSCREEN<sup>\*</sup>



- UVA/UVB sun protection
- Enriched with 5 antioxidants to help support skin health
- Free of oxybenzone, octinoxate, fragrance, dyes, PABA, & phthalates

Order from your wholesaler or visit us at [eucerinus.com](https://eucerinus.com)  
Questions? Call 1-800-233-2340



- Stops up to 97% of UV rays<sup>\*\*</sup>
- Broad-spectrum UVA/UVB protection
- Water-resistant formulas<sup>††</sup>

Order from your wholesaler or visit us at [coppertone.com](https://coppertone.com)  
Questions? Call 1-800-233-2340

<sup>†</sup>Use and reapply as directed with other sun protection measures (see Drug Facts on box).

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<sup>\*</sup>Voted most trusted adult sunscreen brand by American shoppers based on the 2024 BrandSpark<sup>®</sup> American Trust Study.

<sup>\*\*</sup>SPF 30 or higher.

<sup>††</sup>80 min. - Sport 50 sunscreens, 40 min. - Complete Face 45 sunscreen. Use and reapply as directed.

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NATURE'S TRUTH®

# THE #1 BRAND IN INDEPENDENT PHARMACY\*

FOUR YEARS RUNNING

tasteforlife  
ESSENTIALS  
AWARD WINNER  
2024



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840093105332

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NaturesTruth.com

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\*HRG Proprietary PAC Data - 52 Weeks Ending 09/30/24. † \*\*Compared to Magnesium Oxide.

†This statement has not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Nature's Truth® Berberine NCI 500mg 60ct

# AMERICA'S #1 AREDS BRAND

Contains the exact **clinically proven AREDS2** nutrient formula recommended by the NEI\*†2,3

†To help reduce the risk of progression in people with moderate to advanced age-related macular degeneration\*



3-24208-69864-8 100 ct.

3-24208-69866-2 80 ct.

3-24208-69762-7 120 ct.

3-24208-69760-3 60 ct.

3-24208-69721-4 100 ct.

Contact Your Drug Wholesaler Today  
to Order **PreserVision®**

Visit **PreserVision.com** for more information.

\*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.

†Data on File for #1 Doctor Recommended Brand, Bausch + Lomb. ‡Age-Related Eye Disease Study 2 Research Group. AREDS2 randomized clinical trial. JAMA. 2013;309(19):2005-15. †https://nei.nih.gov/areds.

\*Based on AUC of Lutein and Zeaxanthin compared to original PreserVision AREDS 2 Soft Gel.

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PreserVision® AREDS 2 + Multi Vitamin 100ct  
PreserVision® AREDS 2 120ct

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THE BEST SKIN PROTECTION UNDER THE SUN

# THE EXPANDING USE OF SPF IN SKIN CARE

**Hair & Scalp Protection:**

SPF products for the scalp also help fortify hair follicles, and come in lotions, foams, sprays, mists, sticks, and powders

**Breakouts:**

Oil-free SPF products for sun protection, acne treatment/prevention, and soothing inflammation

**UV and Blue Light Protection:**

Incorporating SPF skin care can protect the skin from UVA/UVB and HEV rays

**Sensitive Skin:**

Lightweight SPF finishes, formulated with titanium dioxide or zinc oxide, are non-irritating and help with UV protection

**Daily Routine:**

2-in-1 moisturizer and an SPF hybrid for daily protection

EASY ORDER GUIDE

scan to order!

| UPC | Product Description                                    |
|-----|--|
|     | Cetaphil Daily Facial Cleanser 16oz                    |
|     | Cetaphil Gentle Skin Cleanser 16oz                     |
|     | Differin Gel 15g Tube                                  |
|     | Differin Gel 45g Tube                                  |
|     | Irish Spring Aloe Mist 3ct Bars                        |
|     | Irish Spring Original Clean 20oz                       |
|     | Nature's Truth Beet Root 1,000mg 90ct                  |
|     | Nature's Truth Berberine NCI 500mg 60ct                |
|     | Nature's Truth Daily Fruits & Veggies 60ct             |
|     | Nature's Truth L-Theanine 200mg 60ct                   |
|     | Nature's Truth Magnesium Citrate 250mg 60ct Softgels   |
|     | Nature's Truth Magnesium Glycinate 200mg 200ct Gummies |
|     | Nature's Truth Ultra K2 + D3 50ct                      |

| UPC | Product Description  |
|-----|--|
|     | Olay Indulgent Moisture Body Wash Guava & Coconut 20 fl oz     |
|     | Olay Indulgent Moisture Body Wash Mango Bay & Vanilla 20 fl oz |
|     | PreserVision AREDS 2 + Multi Vitamin 100ct                     |
|     | PreserVision AREDS 2 + Multi Vitamin 80ct                      |
|     | PreserVision AREDS 2 120ct                                     |
|     | PreserVision AREDS 2 60ct                                      |
|     | PreserVision AREDS 2 Plus CoQ10 100ct                          |
|     | Reese's Pinworm Medicine 1oz                                   |
|     | Reese's Pinworm Medicine 2oz                                   |
|     | Softsoap Antibacterial Crisp Clean                             |
|     | Softsoap Coconut Scrub 20oz                                    |
|     | Working Hands Cream Jar 2.7oz                                  |
|     | Working Hands Hand & Body Lotion Pump 12 oz                    |



timely tpic

did you know?

## INDEPENDENT PHARMACY BY THE NUMBERS

There are ~19,000 Independent Pharmacies that...

- Comprise a \$94.9 billion marketplace
- Employ 200,000 people
- Serve millions of patients
- Fill billions of prescriptions

Here is what pharmacies are offering

**80%**  
provide **WOUND CARE** products

**70%**  
offer **HOME/WORK SITE DELIVERY**

**83%**  
offer **COMPLIANCE PACKAGING**

**35%**  
have **COLLABORATIVE PRACTICE AGREEMENTS** with physicians

**47%**  
**COMPOUND CUSTOM PRESCRIPTIONS**

**78%**  
**SYNCHRONIZE MEDICATION** refills

**91%**  
give **FLU IMMUNIZATIONS**

**52%**  
care for **LTC** patients

Source: 2024 NCPA Digest, [ncpa.org/news#digest](https://ncpa.org/news#digest)

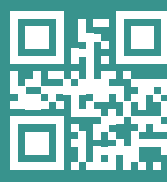
Upcoming issues:

Mar. **Category Spotlight: Seasonal Solutions**

Apr. **Product Sampler**

May **Category Spotlight: Personal & Self Care**

Scan for Issue Archives



[bit.ly/4cJbyjt](https://bit.ly/4cJbyjt)



World Sleep Day builds connections and raises sleep health awareness among researchers, health care workers, patients, and the public.

- ☒ Download the World Sleep Day toolkit at [worldsleepday.org/toolkit](https://worldsleepday.org/toolkit)
- ☒ Develop an endcap with items devoted to healthy sleep
- ☒ Host a CPAP/BiPAP fitting/cleaning day
- ☒ Write, create, or otherwise connect with your patients about sleep health
- ☒ Interview a credible sleep expert for your World Sleep Day content
- ☒ Share #WorldSleepDay content on social media and website



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