

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

IN.depth

independent pharmacy publications

Category Spotlight  march 2025



**seasonal
solutions**

*IRL 10/26/24. Comparison of AER Once Daily Relief 3.5 mL bottle to Pataday Once Daily Relief 2.5 mL bottle © 2025 Bausch + Lomb. PN11687 AER.0006.USA.25

Ricola® Honey Herb 24ct
Ricola® Lemon Mint Sugar Free 19ct

©2025 Tom's of Maine, Inc.

100%

Tom's® Unscented Deodorant 3.25oz



Hydrate & Defend Against Damaging Sun Rays

- Daily Facial Moisturizer SPF 15 4 oz. 302993928041
- Daily Facial Moisturizer SPF 35 3 oz. 302994113002
- Daily Facial Moisturizer SPF 50 1.7 oz. 302993930020

DERMATOLOGIST RECOMMENDED FOR SENSITIVE SKIN



Order Cetaphil® products from your preferred drug wholesaler. | Cetaphil.com

Dermatologist recommended acne retinoid

- ① Apply adapalene all over the face once daily.
- ② Stick with it. For best results, use for at least 12 weeks.



Differin Gel Tube
15 g. 302994920303
45 g. 302994920457

Order Differin® products from your preferred drug wholesaler. | Differin.com



Cetaphil® Daily Facial Moisturizing SPF 15 4oz
Differin® Gel Tube 15g

FAST, POWERFUL SINUS SYMPTOM RELIEF, NATURALLY

- CLEAR**
CONGESTION
FROM:
- ✓ SEASONAL ALLERGIES
 - ✓ DUST AND IRRITANTS
 - ✓ A COLD



323900041509



- INSTANTLY
SOOTHES AND
MOISTURIZES**
DRY NASAL
PASSAGES

323900041516

vicks.com

ROLAIDS SPELLS RELIEF

Dual-ingredient formula goes to work instantly* to relieve symptoms of heartburn, sour stomach, and acid indigestion.



720112004535



720112004559



*Refers to acid neutralization. Acid neutralization does not correlate to symptom relief.

rolaids.com

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Order from your wholesaler today!



march 2025



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CAMPING FIRST AID ESSENTIALS

This spring and summer, consider adding a seasonal endcap focused on camping first aid essentials.

Here is a list to get you started!

- Anti-diarrheal
- Bandages
- Batteries
- Bug Spray
- Elastic Bandages
- Antibiotic Cream or Ointment
- Electrolyte Packets
- First Aid Kits
- Hydrocortisone
- Poison Ivy Treatment
- Sunscreen
- Tweezers

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✓ pharmacy tools

✓ product information

All pharmacies >> add PharmacyCommunications@hamacher.com to your safe sender or contact list

Gmail users >> click and drag one of our emails from the Promotions tab to your Primary tab so future emails will land in your Primary inbox

Watch for emails from HRG Pharmacy Focus!



From: HRG Pharmacy Focus <PharmacyCommunications@hamacher.com>
Sent: Tuesday, January 21, 2025
To: [Redacted]
Subject: NEW Hand & Body Lotion from O'Keeffe's Working Hands

FROM THE MAKERS OF AMERICA'S #1 HAND CREAM

WORKING HANDS.

NEW HAND AND BODY LOTION

A highly concentrated and moisturizing lotion that heals and relieves extremely dry skin.

- Creates a Protective Barrier on Skin's Surface
- 48 Hour Relief
- Unscented/Fragrance Free

2-IN-1 HAND & BODY LOTION

DISCOVER MORE



timely topic



Celebrate **Earth Day** with a **Drug Take Back Day**

Earth Day falls yearly on **April 22**. This year, encourage your patients to clean out their medicine cabinet and properly dispose of any expired Rx and OTC drugs so that they do not end up in the community's water supply.

ACTIONABLE IDEAS

- 1 Become an authorized drug-take back location by registering with the DEA. Call 1-800-882-9539 for information.
- 2 Offer prepaid drug mail-back envelopes to patients for low or no cost
- 3 Direct patients to local law enforcement agencies if they accept used medications

did you know?

April is **National Foot Health Awareness Month**

This annual campaign, led by the American Podiatric Medical Association (AMPA), aims to promote foot health and to raise awareness about practices and conditions that can damage feet, including:

Common conditions that affect feet include arthritis, diabetes, cardiovascular disease, injuries, muscle and tendon problems, skin problems, toe joint and nerve disorders, and toenail issues.

Ideas for Your Pharmacy:

Share these tips for patients: apma.org/patients-and-the-public/tips-for-healthy-feet



Create an endcap with foot-friendly products

Invite a podiatrist to talk about healthy foot practices

Offer free foot checks or toenail trims for seniors

Add a neuropathy care program as an additional revenue stream



Upcoming issues:

Apr. **Product Sampler**

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

Jun. **Category Spotlight: Medicine Chest & Summer Essentials**

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| UPC | Product Description |
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|  | Cetaphil Daily Facial Moisturizing SPF 15 1.7oz |
|  | Cetaphil Daily Facial Moisturizing SPF 15 3oz |
|  | Cetaphil Daily Facial Moisturizing SPF 15 4oz |
|  | Differin Gel Tube 15g |
|  | Differin Gel Tube 45g |
|  | hello Antiplaque + Whitening Toothpaste 4.7oz |
|  | hello Unicorn Deodorant with Shea Butter 2.6oz |
|  | Ricola Berry Medley 19ct |

| UPC | Product Description |
|--|---|
|  | Ricola Cherry 19ct |
|  | Ricola Honey Herb 24ct |
|  | Ricola Lemon Mint Sugar Free 19ct |
|  | Rolaid's Fruit 72ct |
|  | Rolaid's Mint 72ct |
|  | Tom's Silly Strawberry Fluoride-Free Toothpaste 5.1oz |
|  | Tom's Unscented Deodorant 3.25oz |
|  | Vicks Sinex Moisturizing Saline 5oz |
|  | Vicks Sinex Saline 5oz |