

# IN.depth

independent pharmacy publications

Category Spotlight



november 2024



wellness &  
self care



ED TREATMENT GEL  
AVAILABLE WITHOUT  
PRESCRIPTION

HALEON



## FREQUENTLY ASKED QUESTIONS

# Introducing the first FDA-cleared OTC erectile dysfunction (ED) treatment

**Eroxon®**  
**CLINICALLY PROVEN** TO WORK WITHIN **10 MINUTES**

- In two clinical studies, **over 60%** of men with ED experienced a meaningful improvement in their erections<sup>1\*</sup>
- **Works faster** than leading prescription ED pills

	EROXON®	SILDENAFIL	TADALAFIL
ONSET	Within 10 minutes*	Within 1 hour	Within 30 minutes
AVAILABLE WITHOUT AN RX	Yes	No	No

based on label comparisons <sup>‡§</sup>



SCAN THE QR CODE  
or visit [HaleonHealthPartner.com/en-us/sexual-health](https://HaleonHealthPartner.com/en-us/sexual-health)

### APPROPRIATE FOR A WIDE RANGE OF PATIENTS

- Eroxon® is for males aged 22 years and older with ED
- About 1 in 4 men experience ED. Although the incidence of ED tends to rise with age, it's important to note that it can also affect younger men<sup>2</sup>

### SAFE AND WELL TOLERATED

- Clinical trials have shown a very low incidence of side effects in both men and their partners
- Drug-free with no known drug interactions
- Compatible with latex and polyisoprene condoms, and with lubricants

### EASY TO APPLY

- Eroxon® is a topical ED treatment gel supplied in a single-dose tube
- The man or partner massages the full tube of gel onto the head of the penis prior to sexual activity
- Men experienced better outcomes when used during foreplay

### HOW IT WORKS

- Eroxon® works directly on the penis. It is believed that this stimulates nerve endings which helps to trigger the release of nitric oxide, leading to vasodilation and increased blood flow in the penis<sup>4-8</sup>
- If the desired effect is not achieved, the patient should try using Eroxon® again, at another time. For some, it may take using the product a few separate times to produce the expected result

### HAS EROXON® UNDERGONE CLINICAL TRIALS DEMONSTRATING ITS EFFICACY IN TREATING ERECTILE DYSFUNCTION (ED) IN ADULT MEN?

Eroxon® is a clinically proven treatment gel for men with ED. In two clinical studies, over 60% of men with mild, moderate, and severe ED experienced a meaningful improvement in their erections. Eroxon® was shown to work quickly: 63% of clinical trial subjects experienced an erection within 10 minutes.\* 71% of clinical trial subjects were able to have penetrative sex within 15 minutes.<sup>†‡</sup>

### HOW IS EROXON® FORMULATED?

Eroxon® contains alcohol, aqua, glycerin, propylene glycol, carbomer, and potassium hydroxide. None of these compounds are active pharmaceutical ingredients, contributing to an exemplary safety profile.<sup>3</sup>

### HOW LONG DOES EROXON® LAST?

Data from clinical trials have shown that the effects of Eroxon® are sufficient to help maintain an erection long enough for penetrative sex.<sup>1</sup>

### HOW OFTEN CAN THE PATIENT USE EROXON®?

Eroxon® was evaluated as a single dose per intercourse attempt and can be used as often as required. Patients should apply each time they have sex.<sup>1</sup>

\*For physical intimacy. Individual results may vary. †Assessed by Minimal Clinically Important Difference (MCID), evaluating a subject-reported noticeable effect in a threshold of 30% of uses. Validated outcome measures included: International Index of Erectile Dysfunction-Erectile Function (IIEF-EF) and Sexual Encounter Profile (SEP2 and SEP3). ‡[https://www.accessdata.fda.gov/drugsatfda\\_docs/label/2010/020895s0331bl.pdf](https://www.accessdata.fda.gov/drugsatfda_docs/label/2010/020895s0331bl.pdf) §[https://www.accessdata.fda.gov/drugsatfda\\_docs/label/2011/021368s20s21bl.pdf](https://www.accessdata.fda.gov/drugsatfda_docs/label/2011/021368s20s21bl.pdf)

**References:** 1. Data on file, Haleon 2023. 2. Mark KP, Arenella K, Girard A, Herbenick D, Fu J, Coleman E. Erectile Dysfunction prevalence in the United States: report from the 2021 National Survey of Sexual Wellbeing. *J Sex Med.* 2024;21(4):296-303. doi:10.1093/jsxmed/qdae008. 3. Eroxon® product leaflet. 4. Dean RC, Lue TF. *Urol Clin North Am.* 2005;32(4):379-v. doi:10.1016/j.ucl.2005.08.007. 5. Bleustein CB et al. *J Urol.* 2003;169(6):2266-2269. doi:10.1097/01.ju.0000065824.35996.c8 6. Yarnitsky D et al. *J Urol.* 1996;156(2 Pt 1):391-393. doi:10.1097/00005392-199608000-00014 7. Cox G et al. *Sex Med.* 2015;3(2):76-85. doi:10.1002/sm2.67. 8. Argiolas A et al. *Brain Sci.* 2023;13(5):802. doi:10.3390/brainsci13050802

### CAN EROXON® BE USED WITH OTHER ED TREATMENTS, LIKE PDE5I (I.E. VIAGRA® AND CIALIS®)?

The use of Eroxon® with other ED treatments has not been studied. However, there are no known drug interactions for Eroxon®.<sup>1</sup>

### IS SEXUAL STIMULATION NEEDED FOR EROXON® TO WORK?

Yes, like other products for ED, the user needs to be sexually stimulated for it to work.

### IS EROXON® EFFECTIVE IN TREATING ED THAT IS PRIMARILY CAUSED BY SIGNIFICANT PHYSICAL HEALTH CONDITIONS?

In a phase 3 clinical study, 31% of men had ED which was assessed as purely psychogenic, and 68% of men were assessed as having organic ED (58% with a psychogenic component and 10% with purely organic ED). The study results indicated Eroxon® was effective in all men including those with purely organic ED but the relatively low number of men in this group may mean that men with purely organic ED may not respond as well as other men.<sup>1</sup>

### DOES EROXON® WORK FOR PATIENTS WHO HAVE A RADICAL PROSTATECTOMY?

The effectiveness of Eroxon® has not been studied in radical prostatectomy patients.<sup>3</sup>

## ORDER FROM YOUR WHOLESALER

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november 2024



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# \* ☆ \* Help them Smile with Joy This Season ☆ ☆ ☆

# ☆ ☆ ☆ Help Them Gather with Care this Season ☆ ☆ ☆

 <p>82785400186</p>	 <p>35000971623</p>	 <p>27854011644</p>	 <p>81915602024</p>	 <p>35000141088</p>	 <p>35000996749</p>	 <p>74182473389</p>	 <p>74182445713</p>
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 **COLGATE-PALMOLIVE COMPANY**



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IN YOUR GUT\*

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✓ PLANT-BASED  
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INGREDIENTS

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ENCOURAGES REPEAT SALES AS  
A CONTINUOUS-USE PRODUCT  
THAT'S FUN TO TAKE

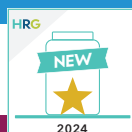
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\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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O'KEEFFE'S

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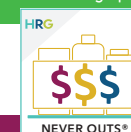
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\*No. 1 Hand Cream claim based on Nielsen sales data for 52 week period ending 7/13/2024.  
REPRESENTATIVE PHOTOS: Before and after images from two-week usage period. Lotion was applied once daily and as needed.



O'Keeffe's® Healthy Feet Cream 2.7oz  
O'Keeffe's® Working Hands Cream 2.7oz



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# AT ONE TIME

...there were hundreds of analgesic powder brands across the southern states. Pharmacists concocted their own powders because creating pills was difficult and expensive.

Today, the three dominant headache powders – BC, Goody's, and Stanback – are **sold throughout the U.S.** Major analgesic brands like **TYLENOL** and **Bayer** have also added powder forms.

### PAIN POWDER FAST FACTS

- Fast and convenient
- Easy stomach absorption
- Usually a blend of caffeine, acetaminophen, and/or aspirin
- Great for those who have trouble swallowing pills
- Multiple flavor options

Source: [www.johnlocke.org/the-story-of-headache-powders/](http://www.johnlocke.org/the-story-of-headache-powders/)

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Your store will be observed and analyzed from every angle to develop a strategy for:

- Increased traffic
- Sales growth
- Competitive advantage
- New customer attraction
- Improved customer experience

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- ✓ INCREASE TRAFFIC
- ✓ GROW SALES
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Contact Holly at [holly\\_ockelmann@hamacher.com](mailto:holly_ockelmann@hamacher.com) for a in-person or virtual assessment



timely topic

did you know?

## RECOGNIZE CAREGIVERS

during *National Family Caregivers Month*



Many caregivers are never recognized for the many hours of care they provide for loved ones. Your pharmacy can show appreciation for caregivers during National Family Caregivers Month this November by:

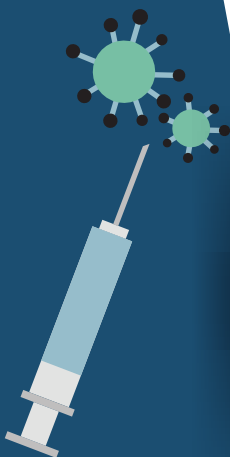
- Offering caregivers a special coupon or gift
- Writing caregivers thank you cards
- Educating them about medical conditions and products
- Promoting your medication management services
- Stocking products that make life easier at home

For free social media content, please visit:  
[www.ncoa.org/page/national-family-caregivers-month/](http://www.ncoa.org/page/national-family-caregivers-month/)



This article was adapted from PBA Health  
<https://www.pbahealth.com/elements/national-family-caregivers-month/>

## NATIONAL INFLUENZA VACCINATION WEEK



### DECEMBER

sun	mon	tue	wed	thu	fri	sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

National Influenza Vaccination Week (NIVW) is an annual observance to remind everyone that there's still time to get vaccinated against flu.

This page on the CDC website has materials to help promote vaccination week:

[www.cdc.gov/flu-resources/php/nivw/index.html](http://www.cdc.gov/flu-resources/php/nivw/index.html)



For updates on the MPox vaccine, visit this page on the CDC website:

[www.cdc.gov/mpox/hcp/vaccine-considerations/index.html](http://www.cdc.gov/mpox/hcp/vaccine-considerations/index.html)



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HYPOALLERGENIC

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## EASY ORDER GUIDE

scan to order! 

UPC	Product Description
	Cetaphil Advanced Radiance Lotion 16oz
	Cetaphil Advanced Radiance Lotion 8oz
	Colgate Optic White Advanced Sparkling White Toothpaste 3.2oz
	Colgate Total Whitening Toothpaste 5.1oz
	Eroxon 4ct
	Hello Antiplaque + Whitening Natural Peppermint Toothpaste 4.7oz
	Irish Spring Original Clean 20oz
	Irish Spring Original Clean 3ct Bars
	Metamucil Clear Fiber Blend 11.6oz

UPC	Product Description
	Metamucil Fiber + Metabolism 24.9oz
	Metamucil Fiber + Probiotics Gummies 60ct
	O'Keeffe's Healthy Feet Cream 2.7oz
	O'Keeffe's Working Hands Cream 2.7oz
	O'Keeffe's Working Hands Hand And Body Lotion 12oz
	Softsoap Antibacterial Crisp Clean 11.25oz
	Softsoap Coconut Scrub 20oz
	Tom's Of Maine Antiplaque & Whitening Toothpaste Peppermint 4.5oz