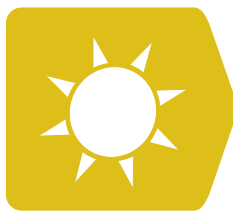# Increasing the Market Basket
Ideas for Cross-Selling Merchandise
An infographic series from HRG

Do you have space available in your **Sun Care** department? Consider adding items from other categories to encourage impulse purchases and **boost sales.**

SUN CARE
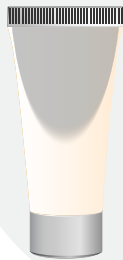
COLD & ALLERGY

SKIN CARE

FIRST AID

Lip Care

Reason
Adding lip care items from the cold & allergy department which include SPF or treat issues will encourage an impulse purchase

SPF Skin Care

Reason
Shoppers concerned about moisturizing their dry skin will appreciate finding skin care items with SPF close at hand

Burn Relief

Reason
Many shoppers may already expect to find burn relief products in this department

HAIR CARE

Hair Lightening

Reason
Consumers looking for bronzed skin may also want to lighten their hair. Adding this encourages basket building