

IN.depth

independent pharmacy publications

Category Spotlight  june 2025



medicine chest & summer essentials



HRG's REGIONAL WHOLESALE SUMMIT TAKEAWAYS

In April 2025, HRG hosted a summit for our regional wholesaler partners. Here are some of the key takeaways.

1

Wholesalers are actively seeking to create tools that will make the front-end of the independent pharmacy even more profitable

2

Front-end product selection is top of mind for wholesalers, and they are open to hearing what kind of requests your customers make

3








Wholesalers see growth potential for independents in the following areas:

- Establishing partnerships with fellow community healthcare providers
- Adding services such as vaccinations and health screenings
- Carrying a broader selection of products that offer consulting opportunities
- Providing educational or training sessions for customers based on chronic conditions or proactive self-care
- Adding convenience options such as curbside delivery, buy-online-pick-up-in-store, or buy-online-ship-to-home

EASY ORDER GUIDE

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UPC	Product Description
	Aquaphor Healing Ointment Skin Protectant 14oz
	Aquaphor Healing Ointment Skin Protectant 7oz
	Bronkaid 24ct
	Bronkaid 60ct
	Campho-Phenique Cold Sore Treatment Gel .23oz
	Campho-Phenique Pain & Itch Relief Liquid 3/4 fl oz
	hello Unicorn 2.6oz
	Lady Speed Stick Shower Fresh 2.3oz

UPC	Product Description
	Primatene 24ct
	Primatene 60ct
	Refresh Optive Mega-3 PF 30ct
	Refresh Relieva PF Xtra .33oz
	Refresh TEARS MDPF .33oz
	Speed Stick Regular Deodorant 3oz
	Tom's of Maine Unscented Deodorant 3.25oz

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Nano™ 2nd Gen Pen Needles

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Refresh Optive Mega 3 PF 30ct	3 00233 77330 5	5367453	3650918	10177503
Refresh TEARS MDPF .33oz	3 00233 11010 2	5898580	2890804	10286685

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Refresh Optive Mega-3® PF 30ct

june 2025



Important OTC Relief for Intermittent Asthma Symptoms

Primatene and BRONKAID

Both provide temporary relief of mild intermittent asthma symptoms, including wheezing, tightness of chest, and shortness of breath.



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850024428096 (60ct)

Ephedrine hydrochloride (12.5 mg)

Flexible dosing allowing 1 to 2 tablets every 4 hours

Bronchodilation occurs within 15 to 60 minutes



369536000015 (24ct)
369536000008 (60ct)

Ephedrine sulfate (25 mg)

The strongest formula available in 1 caplet, which can be taken every 4 hours

Bronchodilation occurs within 15 to 60 minutes

Different salts of ephedrine may be metabolized differently depending on the patient, so it is crucial to stock both behind the counter.

primatene-tablets.com | bronkaid.com

Use as directed.

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GIVE COLD SORES THE COLD SHOULDER

A powerful formula that relieves pain & itch, dries the cold sore, and moisturizes.

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NEVER OUTS

Aquaphor® Healing Ointment Skin Protectant 14oz

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Increasing the Market Basket

Ideas for Cross-Selling Merchandise

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



FEMININE CARE



INCONTINENCE

Women's Incontinence

Reason

Women may use feminine care products instead of incontinence items. Including them can save shoppers time and embarrassment



WEIGHT MANAGEMENT & NUTRITIONAL FOODS

Diuretics

Reason

Women may use diuretics during their menstrual cycle to help with symptom relief. Having them within reach can lead to an add-on sale



PAIN RELIEF

Internal and External Pain Relief

Reason

For further symptom relief, offer convenience by having internal and external pain relief products available



FAMILY PLANNING



VITAMINS & DIETARY SUPPLEMENTS

Prenatal Vitamins

Reason

A popular item with pregnant women, add in this item for a more convenient shopping experience



VITAMINS & DIETARY SUPPLEMENTS

Folic Acid

Reason

Also popular with pregnant women, this is an addition that can build the market basket



HOME DIAGNOSTICS & PATIENT AIDS FOR DAILY LIVING

Testing Kits

Reason

With rising costs of medical treatments, customers continue to look for self-care options. Suggested: STDs, HIV, and fertility testing kits



timely topic

did you know?

Get Ready for 4th of July

INDEPENDENCE DAY

Independence Day in the pharmacy is more than selling flags, sparklers, and glow necklaces.

Here are some ideas to get you started:

- Support your customers' pets during annual fireworks displays by selling calming CBD treats
- Feature summertime "Made in America" products you carry with special signage
- Keep summer best sellers in stock
- Promote the idea of "independent" living for your aging patients

New OTC Approvals and Recalls on the Rise

Independent pharmacists saw a surge in both new OTC approvals and product recalls in 2024. Recent greenlit OTC products:



APPROVED	RECALLED
Recent greenlit OTC products: <ul style="list-style-type: none">Sleep supportNasal congestionCough reliefMen's healthAt-home syphilis testing	Causes of recently recalled products: <ul style="list-style-type: none">Safety concernsMicrobial contaminationOther quality issues
<h3>What This Means for You</h3> <p>As trusted healthcare providers, pharmacists play a critical role in navigating this evolving OTC landscape. It's important to:</p> <ul style="list-style-type: none">Stay current on product approvals and recall alertsQuestion the value and safety of products that don't meet clinical or consumer standardsPromote safe, effective products to your patientsHelp your community make informed choices about their health	

TAKEAWAY

Pharmacists are on the front lines of product safety. Your expertise helps cut through the noise of recalls and underperforming products—ensuring your patients get the care they deserve.

Adapted from: The Importance of Staying Informed on New OTC Product Releases, Recalls from Drug Topics www.drugtopics.com/view/the-importance-of-staying-informed-on-new-otc-product-releases-recalls-apha-2025

Upcoming issues:

- Jul. Category Spotlight: Women's Health
- Aug. Category Spotlight: Cold, Flu, Pain, & Diagnostics
- Sep. Diabetes Care & Chronic Conditions

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NOTE: Items identified with a star rating (★, ★★, ★★★, ★★★★) were objectively evaluated within the past 12 months by HRG's analysts in support of the national IN.store™ program. Never Outs® are part of HRG's IN.store™ program. They are the top-selling items within a subcategory, and should always be on a retailer's shelves, regardless of department size.



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