

IN.depth

independent pharmacy publications

Category Spotlight



july 2025

women's health



INTRODUCING PROFITS IN THE FRONT END

BLOG SERIES

A blog series focused on topics that will **help independent pharmacies improve front-end profitability**, written by HRG category analysts

TOPICS INCLUDE:

- Creating logical category adjacencies for increased sales
- Partnering with local businesses
- Curating special assortments to enhance customer experience
- Attracting younger customers
- Reviewing product assortment to maximize space to sales
- Generating sales with themed endcaps



READ THE BLOG SERIES HERE





bit.ly/3G8owNr

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3-IN-1 SOLUTION



FORMULA DESIGNED FOR WOMEN

NEW

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to help nourish
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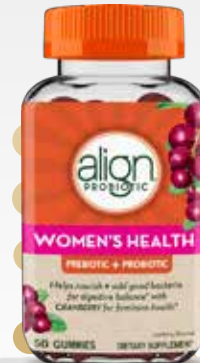
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to help relieve
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immune system*



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[‡]Among Gastroenterologists who recommended a brand of probiotic in a ProVoice 2008-2023 survey.

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Colgate Optic White Advanced Icy Fresh
Toothpaste 4.5 oz

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hello Antiplaque + Whitening
Toothpaste 4.7 oz

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Tom's of Maine Kid's Silly Strawberry
Toothpaste 5.1 oz



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It helps prevent pregnancy before it starts by temporarily delaying ovulation.

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**ACCESS TO PLAN B: CRITICAL FOR WOMEN,
CRITICAL FOR CATEGORY GROWTH.**

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Use as directed. UPC (369536162881)

*Data on file, ATU Survey - 444 participants, 8/2024. © 2025 Foundation Consumer Healthcare, LLC



Plan B One Step® 1ct

PRO-AGING SKIN CARE: 5 HOT TRENDS

Here's what's trending

1. SPF Everything

Facial moisturizers and foundations defend against sun damage with SPF and other protective ingredients.

2. Overnight Repair

Masks and creams that hydrate and heal skin while people sleep are gaining popularity.

3. Clean Ingredients

Natural and organic formulas are winning over label readers concerned with synthetic chemicals.

4. Beauty from Within

Oral collagen & NAD+ supplements boost skin elasticity and repair cell structure from the inside out.

5. Power Actives

Vitamin C, retinol, peptides, and hyaluronic acid are popular for anti-aging and reducing wrinkles.

Today's shoppers want skin care that supports health, not hides age.

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BOOST SALES & PROFITABILITY

Book an Exclusive 360° Store Assessment



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

YOU'LL RECEIVE AN ACTION PLAN TO:

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- ✓ GROW SALES
- ✓ STAND OUT FROM COMPETITORS

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Contact Holly at holly_ockelmann@hamacher.com for a in-person or virtual assessment

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timely topic

FEMALE MIDLIFE WELLNESS REVIEWS

Pharmacists play a key role in supporting women through perimenopause, menopause, and beyond. Conducting midlife wellness reviews is a way to proactively screen women in their 40s and 50s for perimenopausal symptoms, hypertension, bone density loss, and more.

- Educate patients on both hormonal and non-hormonal treatments
- Highlight custom compounded hormone replacement therapy—an area where pharmacists shine
- Let patients know what supportive supplements and natural or herbal remedies are available
- Stock key OTCs: calcium, vitamin D, magnesium, black cohosh, peri/menopause multivitamins
- Bundle services with billable programs like MTM or chronic care consults



Did you know you can become a **Menopause Society Certified Practitioner (MSCP)**? Find out more about certification and discover additional healthcare practitioner resources here:



bit.ly/3STTwnd



Upcoming issues:

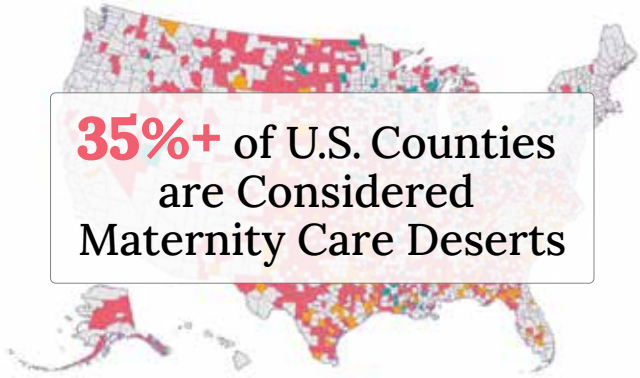
- Aug. Category Spotlight: Cold, Flu, Pain, & Diagnostics
- Sep. Diabetes Care & Chronic Conditions
- Oct. Product Sampler

Scan for Issue Archives



bit.ly/4gePNKe

did you know?



35%+ of U.S. Counties are Considered Maternity Care Deserts

Women in maternity care deserts have poorer pre-pregnancy health, less prenatal care, and more preterm births. Pharmacies can fill the gap with preconception, pregnancy, and postpartum support.

Here is a list of services from NASPA* focused on well-woman care:

Prevention Services*		
Alcohol screening & counseling	Folic acid supplementation	Prevention of falls
Aspirin to prevent cardiovascular disease (CVD) & colorectal cancer (CRC)	Hepatitis B and C risk assessment	Osteoporosis screening
Blood pressure screening	HIV risk assessment	Skin cancer counseling
Contraceptive counseling & methods	Interpersonal violence screening	STI prevention counseling
Breast cancer risk assessment	Immunizations	Tobacco screening & counseling
Depression screening	Lipid screening	Substance use screening & counseling
Diabetes screening	Obesity screening	Urinary incontinence screening
Healthful diet & activity counseling		

Prevention Services During Pregnancy		
Aspirin therapy to prevent preeclampsia	Folic acid supplementation	Interpersonal violence screening
Breastfeeding counseling, service & supplies	Depression screening	Tobacco screening & counseling
Contraceptive counseling & methods	Gestational diabetes screening	

Prevention Services Postpartum		
Breastfeeding counseling, service & supplies	Folic acid supplementation	Tobacco screening & counseling
Contraceptive counseling & methods	Diabetes screening	
Depression screening	Interpersonal violence screening	

*Prevention services apply to women of all ages regardless of pregnancy status.

Maternity Care Desert Location Check



bit.ly/3Zxt0xp

Maternity Service Set Resources



bit.ly/3TqvAlj

Pick a few priority services for your female patient population

Material adapted from Drug Topics, Tips for Integrating Maternity Care Services Into the Pharmacy www.drugtopics.com/view/q-a-tips-for-integrating-maternity-care-services-into-the-pharmacy
*National Alliance of State Pharmacy Associations



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