

IN.depth

independent pharmacy publications

Category Spotlight



august 2025

cold, flu, pain, & diagnostics



FROM THE CREATORS OF THE
#1 BRAND IN INDEPENDENT PHARMACIES*

NATURE'S TRUTH®

NEWLY ADDED WELLNESS BRANDS



NEOCELL



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631257158628



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021888108961



183405043503

183405043718



016185132603

016185019867



Contact your wholesaler for product availability



Now Manufactured by
PipingRock
HEALTH PRODUCTS

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

†Source: HRG Proprietary PAC Data - 52 Weeks Ending 12/31/24. **Compared to Magnesium Oxide.

†At Expiration Date under recommended storage conditions. Store in a cool, dry place. Refrigeration not required. †Created from Citric Acid and Magnesium Carbonate.

†Based on the number of scientific and clinical studies of *Lactobacillus rhamnosus* GG for a range of benefits as of January 2022.

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Introducing New Cold, Flu & Sinus Products

All Priced for Better Everyday Value. Compare vs. the Leading National Brand & Save.

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MULTI-SYMPTOM

- Fast, Powerful Relief of Most Common Symptoms

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COUGH & CONGESTION

- 12 Hour Relief
- Controls Cough, Relieves Chest Congestion, Thins & Loosens Mucus

346017027105



COLD & SINUS

- 12 Hour Relief
- Headache, Fever, Sore Throat, Sinus/Nasal Congestion & Pressure
- Contains Pseudoephedrine - Behind-the-Counter Placement

346017029000

CON-VBL-06/25

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Use as directed

Natural Relief

GOODBYE
STICKY SYRUPS,
HELLO FAST-
ACTING ORAL
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Products for cough, cold, and sinus

Formulated with
zinc to help reduce
the duration of the
common cold



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- Temporary relief from:
- ✓Hacking Cough
 - ✓Mucus Build-up
 - ✓Breathing Pain
 - ✓Chest Constriction



850046938313

- Temporary relief from:
- ✓Runny Nose
 - ✓Fever and Chills
 - ✓Throbbing Head
 - ✓Pain and Nausea



850046938320

- Temporary relief from:
- ✓Mucus Build-up
 - ✓Pressure and Pain
 - ✓Runny Nose
 - ✓Hacking Cough

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and recommend to patients aged 12+



www.thereliefproducts.com

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- Liquid dose based on weight
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#1 Doctor Recommended Brand*

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*Proclaim Solutions



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DAYTIME,
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ACHING, ACHING,
ACHING, SORE
THROAT, FEVER,
**POWER THROUGH
YOUR FLU,
MEDICINE.**

**INTENSE FLU
MULTI-SYMPTOM**



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ACHES



FEVER



HEADACHES



SORE
THROAT



COUGH



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Vicks® DayQuil™ Intense Flu 12 fl oz
Vicks® Formula 44 DM™ Cough 12 fl oz
Vicks® NyQuil™ Intense Flu 12 fl oz

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Solution To Cough, Cold,
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more comfortably



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for a Fresh Routine

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COLGATE-PALMOLIVE COMPANY



Softsoap[®] Antibacterial Crisp Clean 11.25oz

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Hand Sanitizer Market Trends & Insights



- ✓ Product Innovation: moisturizing agents, natural ingredients, and eco-friendly packaging
- ✓ Alcohol-based sanitizers remain the most popular
- ✓ Gel is the leading form, followed by wipes and sprays for convenience
- ✓ Sanitizer stations are popular in public places



The hand sanitizer market is projected to grow over the next five years – keep an eye on trends and carry the products your customers desire.

Your profitability lies in
your front-end products.
Sell more of them.

IPM medipim
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Explore the trusted product information management (PIM) platform from Medipim, powered by HRG, which contains accurate, comprehensive product data and images.



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DEMO
TODAY!



Subscription options can be tailored to pharmacies of any size. More details at: www.medipim.com/usa



timely topic

did you know?

HEALTHY KIDS LEARN BETTER

As families prepare for the back-to-school rush, pharmacists have a key role in helping kids start the year strong—and stay healthy.

Parents may be looking for immunity boosters like:

- **Vitamin C**
- **Elderberry**
- **Probiotics** to keep common colds at bay
- **Lice products** for treatment and prevention
- **Hydration drinks**
- **Allergy relief**
- **Cold remedies**
- **First-aid basics** (bandages, thermometers, wound wash)

Set up a
Back-to-School
display, offer
product bundles,
and be ready
with expert tips



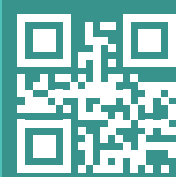
Upcoming issues:

Sep. Category Spotlight:
Diabetes Care &
Chronic Conditions

Oct. Product Sampler

Nov. Category Spotlight:
Wellness and Post-Op
Recovery

Scan for
Issue
Archives



bit.ly/4gePNKe

September is
**Baby Safety
Month**



Be a trusted partner in child safety:

- **Host helpful events** – Consider infant CPR demos or car seat safety checks
- **Stock family essentials** – Digital thermometers, bandages, and at-home COVID-19 tests
- **Support expectant parents** – Prenatal vitamins, pregnancy-safe remedies, and local caregiver resources

**SHOW FAMILIES YOUR
PHARMACY IS HERE TO HELP—
RIGHT FROM THE START.**

Pharmacists are uniquely positioned to share safety tips, spot product gaps, and support family well-being. This September, show caregivers your pharmacy is here for them every step of the way.



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Independent Pharmacy – Profit in the Front End
facebook.com/groups/independentpharmacy

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HRG

We're Exhibiting!

NCPA Annual Convention

October 18-21, 2025



HRG

is exhibiting at NCPA
Annual Convention in
New Orleans

Stop by our booth, **1229**, for tips
and tricks to build front-end profits!

EASY ORDER GUIDE

scan to order! 

UPC	Product Description	UPC	Product Description	UPC	Product Description
	ANBESOL ORL PN GEL MAX .33OZ		DIMETAPP M/S CLD/FLU GRP 4OZ		RENEW LF XC PRB VCP 3OCT
	ANBESOL ORL PN LIQ MAX .41OZ		IRISH SPR B/W OR 20OZ		SOFTSP EXF B/W CNT 20OZ
	BREATHE RIGHT STRP LAVENDR 26CT		LADY SP/STK INV SHW/F 2.3OZ		SOFTSP LQ SP C/CL P 11.25OZ
	BREATHE RIGHT STRP X/C 26CT		NAT VITALITY CALM GMY RL 60CT		SPEED STK DEO REG 3OZ
	BREATHE RIGHT STRP X/TAN 26CT		NAT VITALITY CALM PWD RL 8OZ		TRP NT/RLF CGH/CNG SPR .67OZ
	BREATHE RIGHT STRP CLR LRG 30CT		NEOCELL SPR COLGN PWD 7OZ		TRP NT/RLF CLD/FLU SPR .67OZ
	BREATHE RIGHT STRP TAN LRG 30CT		NEOCELL SPR COLGN+C/B TAB 18OCT		TRP NT/RLF MCS/SNS SPR .67OZ
	CONTAC CGH/CON CAP 21CT		RAINBW LT MN ONE MULTI TB 45CT		VICKS DAYQL INT FLU 12OZ
	CONTAC MS COLD/FLU LQGEL 24CT		RAINBW LT WM ONE MULTI TB 45CT		VICKS FRM 44 DM CG BR 12OZ
	CONTAC-D CLD/SNS CAP 24CT		REESE COLOTEST KIT ICT		VICKS FRM 44 DM CG+CN BR 12OZ
	DIMETAPP CGH/CLD 4OZX2 D/N		REESE PINWORM MEDICINE 1OZ		VICKS NYQL INT FLU 12OZ
	DIMETAPP CLD/ALRG GRP 4OZ		REESE PINWORM MEDICINE 2OZ		
	DIMETAPP CLD/CGH GRP 4OZ		RENEW LF WM PRB VCP 3OCT		

august 2025

