

# IN.depth

independent pharmacy publications

Category Spotlight



september 2025

## diabetes care & chronic conditions





## Get The Proven & Loved Nature Enzyme Formula

Support Saliva's Natural Defenses with the  
**Only Complete Enzyme Formula for Dry Mouth Care**



- The world's proven and well-known enzyme formula
- Relief for mild to serious dry mouth symptoms
- New gel has 2 advanced moisturizers and 5 salivary enzymes/systemic dryness

Recommend to Dry Mouth Patients –  
Especially Those Taking Diabetes Medications

## Supplement Feminine Moisture through the **Luvena Moisture-Enzyme System**



- Recommended for any kind of vaginal dryness, including from breastfeeding, menopause, antibiotics, auto immune diseases, and certain Rx drugs
- Features your patients want: Formulated without parabens, SLS, glycerin, hormones, and toxins
- Ideal for systemic dryness associated with chronic autoimmune conditions, Sjogren's Syndrome, Lupus and certain cancers

**Order Direct at 877-522-5333 or Contact Your Wholesaler**

**Laclede, Inc.** 40 Years of Enzyme Discoveries  
Luvenacare.com | Salivea.com | 1 (877) 522-5333

**Be Dentist Ready.**

DESCRIPTION	UPC#
Colgate Total Spearmint 500ml Mouthwash	035000671257
Colgate Total Clean Mint 5.1oz Toothpaste	827854001836
Colgate Total Plaque Pro Release 3oz Toothpaste	827854006312
Colgate Total Foaming Clean Soft 2pk Toothbrush	827854016816

**Contact your Wholesaler to Order**

COLGATE-PALMOLIVE COMPANY

www.colgate.com



Colgate Total® Clean Mint Toothpaste 5.1oz

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**DESIGNED UNIQUELY FOR PEOPLE LIVING WITH DIABETES**

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**THE SUGAR-FREE DAYTIME, COUGHING, ACHING, FEVER, POWER THROUGH YOUR DAY, MEDICINE**

**POWERFUL NIGHTTIME COLD SYMPTOM RELIEF IN JUST ONE DOSE\***

**DayQuil** **NyQuil**

**FOR PEOPLE WITH DIABETES**

**COLD + FLU**

**SUGAR FREE**

**323900034006** **323900034013**

**Use as directed.**

**Stock sugar-free, alcohol-free VICKS® DayQuil™ and NyQuil™**

**Order from your wholesaler today!**

**vicks.com**



VICKS® DayQuil™ Diabetes Cold + Flu 12 fl oz  
VICKS® NyQuil™ Diabetes Cold + Flu 12 fl oz



NEW  
LOOK

Same products  
you know and trust

BD pen needles and insulin syringes are now part of embecta.

Rest assured, these are the same products with the same manufacturing and quality, now brought to you by embecta.

- ✓ Same product
- ✓ Same insurance coverage
- ✓ Linked in pharmacy systems

embecta products will have new National Reimbursement Code (NRC)

Pen Needles	CURRENT	NEW embecta package
4mm	<div><b>BD Nano™ 2nd Gen</b> Pen Needles NDC/HRI# 08290-3205-50</div>	<div><b>Nano™ 2nd Gen</b> Pen Needles NRC# 83017-0550-03</div>
	<div><b>BD Nano™ Ultra-Fine™</b> Pen Needles NDC/HRI# 08290-3201-22</div>	<div><b>Nano™</b> Pen Needles NRC# 83017-0122-03</div>
5mm	<div><b>BD Ultra-Fine™ Mini</b> Pen Needles NDC/HRI# 08290-3201-19</div>	<div><b>Ultra-Fine™</b> Pen Needles NRC# 83017-0119-03</div>
6mm	<div><b>BD Ultra-Fine™ Micro</b> Pen Needles NDC/HRI# 08290-3207-49</div>	<div><b>Ultra-Fine™</b> Pen Needles NRC# 83017-0749-03</div>
8mm	<div><b>BD Ultra-Fine™ Short</b> Pen Needles NDC/HRI# 08290-3201-09</div>	<div><b>Ultra-Fine™</b> Pen Needles NRC# 83017-0109-03</div>
12.7mm	<div><b>BD Ultra-Fine™ Original</b> Pen Needles NDC/HRI# 08290-3282-03</div>	<div><b>Ultra-Fine™</b> Pen Needles NRC# 83017-8203-03</div>
5mm Safety Pen Needle	<div><b>BD AutoShield Duo™</b> Pen Needles NDC/HRI# 08290-3295-15</div>	<div><b>AutoShield Duo™</b> Pen Needles NRC# 83017-9515-03</div>

Insulin Syringes	CURRENT	NEW embecta package
6mm  All barrel capacities for embecta 6mm insulin syringes are now <b>ORANGE</b>	<div><b>BD Veo™ Insulin Syringes with BD Ultra-Fine™ 6mm needle</b> 1mL (100 units) NDC/HRI# 08290-3249-12 1/2mL (50 units) NDC/HRI# 08290-3249-11 3/10mL (30 units) NDC/HRI# 08290-3249-09 3/10mL (30 units) NDC/HRI# 08290-3249-10 <i>Half-unit scale</i></div>	<div><b>Ultra-Fine™ Insulin Syringes</b> 1mL (100 units) NRC# 83017-4912-03 1/2mL (50 units) NRC# 83017-4911-03 3/10mL (30 units) NRC# 83017-4909-03 3/10mL (30 units) NRC# 83017-4910-03 <i>Half-unit scale</i></div>
8mm  All barrel capacities for embecta 8mm insulin syringes are now <b>BLUE</b>	<div><b>BD Insulin Syringes with BD Ultra-Fine™ needle</b> 1mL (100 units) NDC/HRI# 08290-3284-18 1/2mL (50 units) NDC/HRI# 08290-3284-68 3/10mL (30 units) NDC/HRI# 08290-3284-38 3/10mL (30 units) NDC/HRI# 08290-3284-40 <i>Half-unit scale</i></div>	<div><b>Ultra-Fine™ Insulin Syringes</b> 1mL (100 units) NRC# 83017-8418-03 1/2mL (50 units) NRC# 83017-8468-03 3/10mL (30 units) NRC# 83017-8438-03 3/10mL (30 units) NRC# 83017-8440-03 <i>Half-unit scale</i></div>
12.7mm  All barrel capacities for embecta 12.7mm insulin syringes are now <b>PINK</b>	<div><b>BD Insulin Syringes with BD Ultra-Fine™ needle</b> 1mL (100 units) NDC/HRI# 08290-3284-11 1/2mL (50 units) NDC/HRI# 08290-3284-66 3/10mL (30 units) NDC/HRI# 08290-3284-31</div>	<div><b>Ultra-Fine™ Insulin Syringes</b> 1mL (100 units) NRC# 83017-8411-03 1/2mL (50 units) NRC# 83017-8466-03 3/10mL (30 units) NRC# 83017-8431-03</div>
U-500 Insulin Syringe	<div><b>BD U-500 Insulin Syringes</b> 1/2mL (250 units) NDC/HRI# 08290-3267-30</div>	<div><b>embecta U500 Insulin Syringes</b> 1/2mL (250 units) NRC# 83017-6730-03</div>



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Advil



## THE FIRST FDA APPROVED ADVIL\* + ACETAMINOPHEN COMBINATION

1 Dose. 2 Ingredients. 8 Hours of Relief.



### FAST, POWERFUL RELIEF



MUSCLE &  
BODY ACHES



JOINT & MINOR  
ARTHRITIS PAIN



BACK PAIN



DENTAL PAIN



MENSTRUAL PAIN



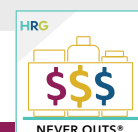
HEADACHES  
& MIGRAINES

Voltaren and Advil products contain NSAIDs and should not be taken together. Please adhere to and follow the product labeling instructions and contact your HCP for further guidance on appropriate use.

advil.com

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Advil Dual Action 36ct

## ADVIL DUAL ACTION SAFETY



- ✓ Combines two of the most widely used analgesics in the world, both with established efficacy and safety profiles.<sup>1,2,4</sup>
- ✓ Has a favorable safety profile and is consistent with the known profiles of each active ingredient.<sup>3</sup>

305730147187 (18ct)  
305730147361 (36ct)  
305730147729 (72ct)

In efficacy and safety trials, no serious adverse events (AE) or deaths were recorded, with all AEs categorized as mild or moderate.<sup>3</sup>

In fact, the most commonly reported AEs occurred most frequently in the placebo group. No new safety concerns were identified with Advil® DUAL ACTION compared to each ingredient alone.

- This product contains acetaminophen; patients should not take it with other medicines that also contain acetaminophen. Acetaminophen is contained in many medicines to treat pain, fever, symptoms of cold and flu, and sleep medicines.
- Patients with liver disease should talk to their doctor before taking acetaminophen.
- Patients should not take more than the recommended dose, as this may be harmful, including serious liver harm.

SCAN QR CODE  
FOR MORE INFO

bit.ly/3U4SVQc



## RECOMMEND ADVIL DUAL ACTION

\*Refers to Ibuprofen. 1. Tanner T, et al. The pharmacokinetic profile of a novel fixed-dose combination tablet of ibuprofen and paracetamol. BMC Clin Pharmacol. 2010;10:10. 2. Dickman A. Choosing over-the-counter analgesics. Pharm J. 2008;281:631. 3. Searle S, et al. Efficacy and safety of single and multiple doses of a fixed-dose combination of ibuprofen and acetaminophen in the treatment of postsurgical dental pain: results from 2 phase 3 randomized, parallel-group, double-blind, placebo-controlled studies. Clin J Pain. 2020;36(7):495-504. 4. Perrot DA et al. Efficacy and safety of acetaminophen vs ibuprofen for treating children's pain or fever: a meta-analysis. Arch Pediatr Adolesc Med. 2004;158(6):521-526.



Place an order with your wholesaler today.

september 2025

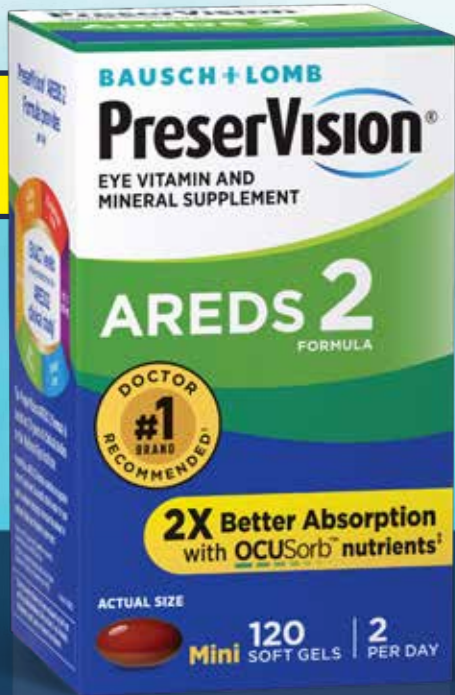
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# EYE NUTRITION BACKED BY SCIENCE

2X BETTER  
Absorbing  
Nutrients<sup>1</sup>



3-24208-69762-7 **120 ct.**  
3-24208-69760-3 **60 ct.**



With  
VITAMIN D  
Antioxidant

3-24208-46530-1 **50 ct.**  
3-24208-46570-7 **90 ct.**

CONTACT YOUR DRUG WHOLESALER TODAY  
TO ORDER PRESERVISION® AND OCUVITE®.

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\*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.

<sup>1</sup>Data on File for #1 Doctor Recommended Brand, Bausch + Lomb.

\*Based on AUC of Lutein and Zeaxanthin compared to original PreserVision AREDS 2 Soft Gel.

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Ocuvite® Adult 50+ 50ct  
PreserVision® AREDS 2 120ct

Eucerin® Aquaphor®

DERMATOLOGIST RECOMMENDED BRANDS

Eucerin®

Expect more  
from your  
skincare routine



Eucerin Intensive Repair Lotion  
16.9 fl. oz  
UPC: 072140110161

Intensively hydrates and  
restores radiance to  
very dry, dull skin



Eucerin Eczema Relief Hydrogel  
5 fl. oz  
UPC: 072140039035

Ultra-lightweight and glides on  
easily to help soothe dry, itchy,  
eczema-prone skin



#1 best-selling  
brand for eczema relief\*



Eucerin Eczema Relief Cream  
8 oz  
UPC: 072140011871

Clinically proven to  
relieve and soothe dry, itchy,  
eczema-prone skin

\*Based on Beiersdorf's assessment of OmniMarket Service data reported by Circana, LLC of Total US Multi-Outlet on the Hand & Body Lotion Category, categorized for eczema, for the 52-week period ending 08-18-2024.



There's before,  
and then there's  
Aquaphor®



Aquaphor Healing Ointment  
Skin protectant 14 oz  
UPC: 072140636081

Clinically proven to restore  
smooth, healthy skin



Aquaphor Healing Ointment  
Skin protectant 1.75 oz  
UPC: 072140452315

One essential solution for  
many skincare needs



Aquaphor Baby Healing Ointment  
Skin protectant 3 oz  
UPC: 072140633776

Helps treat diaper rash and  
protect baby's sensitive skin

Beiersdorf

ORDER FROM YOUR WHOLESALER OR AT [AQUAPHORUS.COM](https://www.aquaphorus.com) OR [EUCERINUS.COM](https://www.eucerinus.com) QUESTIONS? Call 1-800-233-2340

Aquaphor Healing Ointment may be covered for insurance reimbursement if certain requirements are met.

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Aquaphor® Healing Ointment Skin Protectant 1.75oz  
Aquaphor® Healing Ointment Skin Protectant 14oz  
Eucerin® Eczema Relief Cream 8oz

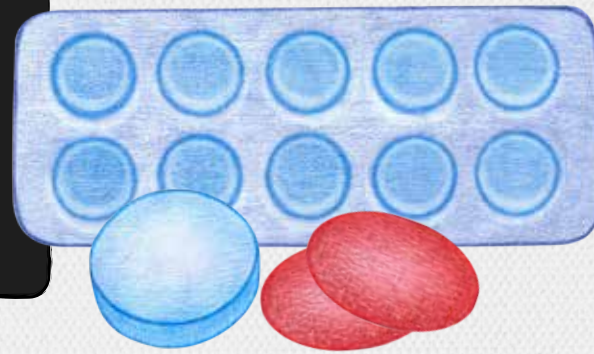


Eucerin® Eczema Relief Hydrogel 5 fl oz



## CHRONIC CONDITIONS & OTC MEDICINE RISKS

Chronic conditions last a long time, need ongoing care, and can affect daily life. Many people use over-the-counter (OTC) medicines to manage pain, inflammation, digestion, or allergies – but they aren't risk-free.



### POTENTIAL RISKS (ESPECIALLY OVER AGE 50)

- ✓ **Drug interactions** – change how prescriptions work or can cause side effects
- ✓ **Masking symptoms** – hides underlying problems
- ✓ **Side effects** – harm from prolonged use
- ✓ **Organ damage** – liver or kidney injury from misuse/overuse
- ✓ **Dependency** – possible with long-term use



You as the pharmacist know your customers. Speak to them regarding the prescriptions they take and if there are any potential side effects with long-term OTC usage.

## Stay @connected with HRG

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Join Product Sampler Program



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timely topic



## Support Breast Cancer Awareness

**OCTOBER is National Breast Cancer Awareness Month—a vital time to support patients and raise awareness.**

**Here's how your pharmacy can make an impact:**

### Stock helpful products

Offer chemotherapy head covers and other supportive items

### Educate your community

Share signs, symptoms, and self-exam tips in-store and online

### Show solidarity

- ◆ Encourage staff to wear pink
- ◆ Create a pink ribbon gift section
- ◆ Consider donating a portion of sales to breast cancer research

### Join events

Participate in local awareness runs or fundraisers to connect with and support your community

### Host support initiatives

Organize patient support groups or partner with local health organizations

Every effort counts in helping women fight breast cancer and building stronger community ties. Check out some helpful resources here:

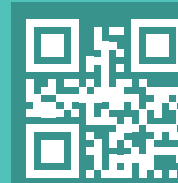


[bit.ly/45XiAkx](https://bit.ly/45XiAkx)

### Upcoming issues:

- Oct. **Product Sampler**
- Nov. **Category Spotlight: Wellness and Post-Op Recovery**
- Dec. **Category Spotlight: Health Essentials**

### Scan for Issue Archives



[bit.ly/4gePNKe](https://bit.ly/4gePNKe)

did you know?

## CURATED ASSORTMENTS ELEVATE CUSTOMER EXPERIENCE

Specialized sections create engaging shopping moments that attract and delight diverse customers.

### TRY THESE IDEAS TO GET STARTED:

#### MULTICULTURAL PRODUCTS

Partner with local cultural groups to stock authentic, meaningful items

#### GIFTING SECTIONS

Place near checkout or in prominent corners to spark impulse purchases

#### NICHE HEALTH, BEAUTY & WELLNESS (HBW)

Rotate values-aligned, trending, and customer-favorite products to keep things fresh

**Bring your assortments to life with clear signage, eye-catching displays, bright lighting, and engaging in-store events.**

Read the entire blog post



[bit.ly/3UBjVqV](https://bit.ly/3UBjVqV)



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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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**HRG**



We're Exhibiting!

# NCPA Annual Convention









October 18-21, 2025

















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
	Advil Dual Action 18ct
	Advil Dual Action 36ct
	Advil Dual Action 72ct
	Aquaphor Baby Healing Ointment Skin Protectant 3oz
	Aquaphor Healing Ointment Skin Protectant 1.75oz
	Aquaphor Healing Ointment Skin Protectant 14oz
	Colgate Total Clean Mint Toothpaste 5.1oz
	Colgate Total Foaming Clean Soft Toothbrush 2pk
	Colgate Total Plaque Pro Release Toothpaste 3oz
	Colgate Total Spearmint Mouthwash 500ml
	Eucerin Eczema Relief Cream 8oz
	Eucerin Eczema Relief Hydrogel 5 fl oz
	Eucerin Intensive Repair Lotion 16.9 fl oz
	Luvena Vaginal Rinse 6 fl oz

UPC	Product Description
	Luvena Enhanced Personal Lubricant 1.3oz
	Luvena Feminine Wipes 25ct
	Luvena Therapeutic Wash 6.76 fl oz
	Luvena Vaginal Moisturizer & Lubricant 6ct
	Ocuvite Adult 50+ 50ct
	Ocuvite Adult 50+ 90ct
	PreserVision AREDS 2 120ct
	PreserVision AREDS 2 60ct
	Salivia Moisturizing Gel 1oz
	Salivia Mouth Spray 1.5oz
	Salivia Mouthwash Soothing Mint 16 fl oz
	Salivia Toothpaste Soothing Mint 4.3oz
	Vicks DayQuil Diabetes Cold + Flu 12 fl oz
	Vicks NyQuil Diabetes Cold + Flu 12 fl oz