

A FRESH LOOK  
*Coming in 2026*

WE ARE REIMAGINING *IN.Depth* TO MAKE IT  
MODERN, SHARPER, AND EVEN MORE USEFUL FOR YOU



**A modern color scheme**  
that's clean, vibrant, and  
easier to navigate.

**Product segments and story  
titles featured right on the  
cover** for quick reference.

**Business-growing insights and  
front-end strategies** featured  
at the start of each issue.

**Easy Order Guide and  
Resources combined** on  
one page for simpler access.

The 2026 *IN.Depth* is designed to help you find what  
you need faster and make smarter front-end decisions.



## Experience a Visible Difference

DESCRIPTION	UPC#
Colgate Optic White Icy Fresh Mouthwash 16 oz	035000671110
Colgate Optic White Advanced Icy Fresh Toothpaste 4.5 oz	035000971609
Colgate Optic White 360° Soft 2pk Toothbrush	035000454614
Colgate Optic White Clean Overnight Whitening Pen	035000979087



**Contact your Wholesaler to Order**

**COLGATE-PALMOLIVE COMPANY**

[www.colgate.com](http://www.colgate.com)



## Heals and Soothes Extremely Dry Skin

**71.5% Petrolatum + Vitamin E**

Helps quickly protect to heal skin

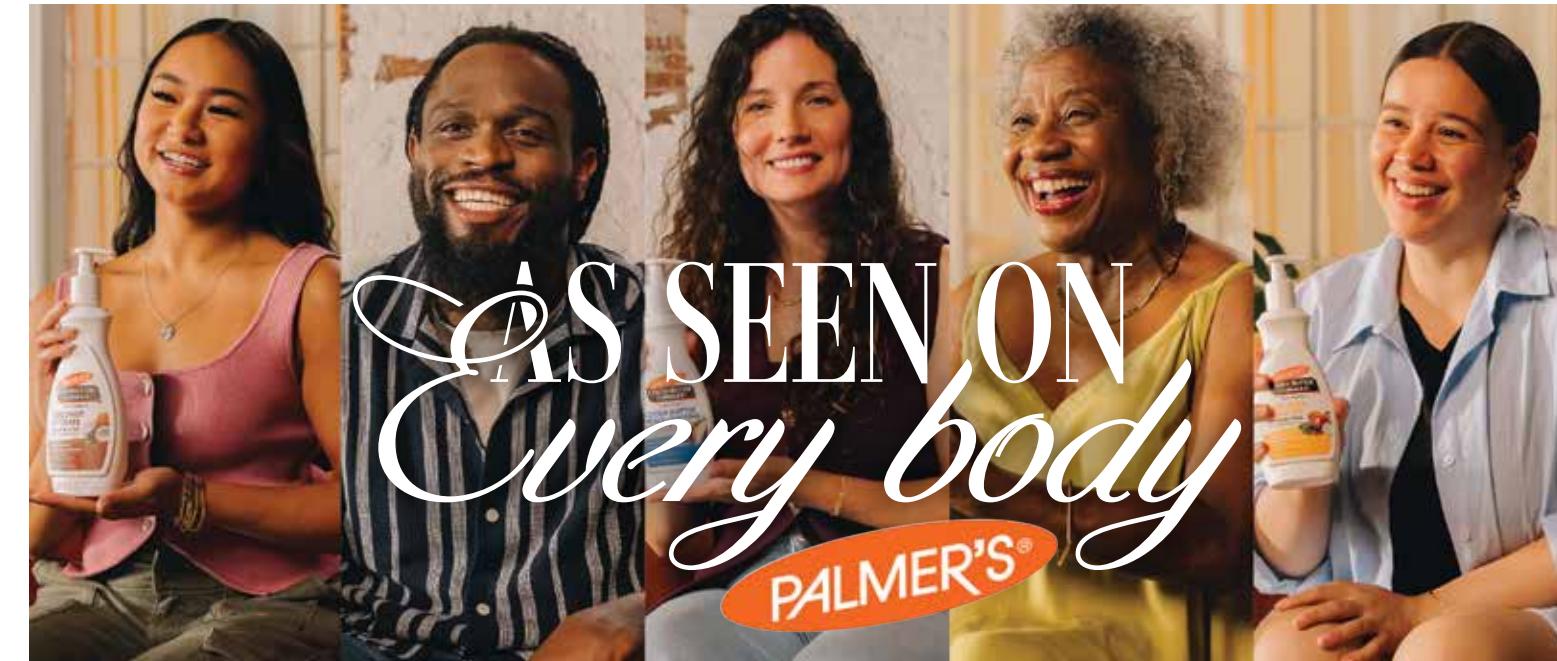
**Shea Butter**

Helps soften and smooth dry, rough skin

**Multi-Purpose Healing Ointment 3oz. 302994116003**



Order Cetaphil® products from your preferred drug wholesaler. | [Cetaphil.com](http://Cetaphil.com)



REAL NATURAL INGREDIENTS TO  
REPLENISH, HYDRATE, SOFTEN, AND HEAL SKIN



**#1 COCOA BUTTER BRAND\***  
REPLENISHES MOISTURE  
FOR HEALTHIER SKIN



**#1 COCONUT HAND & BODY BRAND\***  
LUXURIOUSLY RICH  
MOISTURE FOR  
BEAUTIFUL SKIN

\*In the U.S.



**SPECIALIZED SKIN  
SOLUTIONS**



**RECOMMEND A PALMER'S SKINCARE REGIMEN TO YOUR CUSTOMERS**



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Order from Your Wholesaler

[www.palmers.com/about](http://www.palmers.com/about)



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# MAX STRENGTH<sup>‡</sup> PAIN RELIEF LIQUID



**#MAXIMUM STRENGTH DOSE OF ACTIVE INGREDIENTS  
PER DOSING INTERVAL, ONLY USE AS DIRECTED.**

03077213879

THE  
ANYTIME,  
ACHEs,  
PAINS,  
STRAINS,  
HEAD-POUNDING  
BACK-ACHING,  
**FIGHTS**  
**PAIN FAST,**  
**MEDICINE**



# THE COUGH SILENCER

In the pursuit of perfection, VICKS® scientists took **44 TRIES** to formulate the **BEST COUGH SYRUP**

The logo for Formula 44 DM. It features the word "FORMULA" in a vertical, sans-serif font on the left. To its right is a large, stylized number "44" with a registered trademark symbol (TM) at the top right. Below "44" is the acronym "DM" in a bold, sans-serif font.

# POWERFUL PAIN RELIEF



030772144626

030772144619

# MAX STRENGTH<sup>‡</sup> MENTHOL + A RUSH OF VICKS VAPORS

**†MAXIMUM STRENGTH DOSE OF ACTIVE INGREDIENTS  
PER DOSING INTERVAL, ONLY USE AS DIRECTED.**

**Order from your wholesaler today!**



Vicks® Formula 44DM™ Cough & Chest Congestion 12 fl oz  
Vicks® PainQuil™ Pain Reliever 12 fl oz



Vicks® Formula 44DM™ Cough 12 fl oz



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## Get The Proven & Loved Nature Enzyme Formula

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



899655002275  
899655002251  
899655002220

- 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

Request  
FREE  
Samples



[bit.ly/4mdNpGF](http://bit.ly/4mdNpGF)

Recommend to Dry Mouth Patients –  
Especially Those Taking Diabetes Medications

Request  
FREE  
Samples



[bit.ly/3FUnaWx](http://bit.ly/3FUnaWx)

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



899655002091 (25ct) 899655002152 899655002114 899655002169

- Recommended for any kind of vaginal dryness, including from breastfeeding, menopause, antibiotics, autoimmune 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 cancer treatments

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

**Laclede, Inc.** 40 Years of Enzyme Discoveries

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*The natural  
remedy for  
pink eye  
symptoms*



- ✓ Temporarily relieves burning, grittiness, watering, swelling, and overnight crusting\*
- ✓ Unique, digestible formulation

Recommend to adults and children 5+  
Order from your wholesaler now!

Claims based on traditional homeopathic practice, not accepted medical evidence. Not FDA evaluated. Individual results may vary.

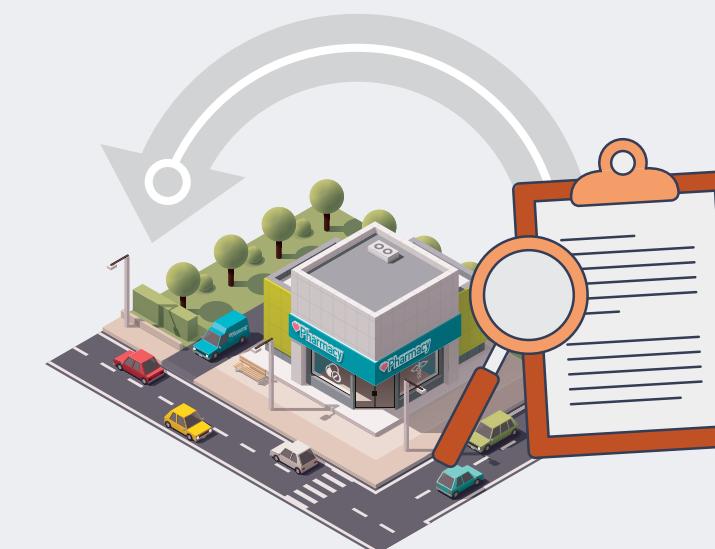
**Natural Eyes** | **TRP** [www.thereliefproducts.com](http://www.thereliefproducts.com)



Natural Eyes™ Pink Eye Relief® 70ct

## 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:

- ✓ INCREASE TRAFFIC
- ✓ GROW SALES
- ✓ STAND OUT FROM COMPETITORS

Contact Holly at [holly\\_ockelmann@hamacher.com](mailto:holly_ockelmann@hamacher.com)  
for a in-person or virtual assessment

**HRG**

Made with five  
100% natural active  
ingredients

**ONLY THE GOOD STUFF**



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## Post-GLP-1 Patients Are Changing, So Are Their Buying Habits

People coming off GLP-1 medications for weight loss are rethinking how they live, eat, and shop.

*Your pharmacy can meet them where they are.*



### Lifestyle Reset Options

- Seeking behavioral or stress-relief (support groups, classes, etc.)
- Focusing on high-protein, nutrient-rich foods
- Adding supplements for nutrition gaps
- Joining gyms or fitness classes
- Investing in grooming and skincare
- Buying vitamins for hair, skin, and nails
- Updating wardrobes and personal style



After significant weight loss, many people find a new self-awareness.  
Stock products and offer services that fit their new lifestyle.

### EASY ORDER GUIDE

UPC	Product Description
3 02994 11600 3	Cetaphil Multi-Purpose Healing Ointment 3oz
0 35000 45461 4	Colgate Optic White 360 Soft Toothbrush 2 pack
0 35000 97160 9	Colgate Optic White Advanced Icy Fresh Toothpaste 4.5oz
0 35000 67111 0	Colgate Optic White Mouthwash 16oz
0 35000 97908 7	Colgate Optic White Overnight Whitening Pen
8 99655 00217 6	Luvena Vaginal Rinse 6 fl oz
8 99655 00215 2	Luvena Enhanced Personal Lubricant 1.3oz
8 99655 00209 1	Luvena Feminine Wipes 25ct
8 99655 00216 9	Luvena Therapeutic Wash 6.76 fl oz
8 99655 00211 4	Luvena Vaginal Moisturizer & Lubricant 6ct
8 50046 93863 4	Natural Eyes Pink Eye Relief 70ct
8 40093 10905 7	Nature's Truth Beet Root 1,000mg 90ct
8 40093 11472 3	Nature's Truth Berberine NCI 500mg 60ct
8 40093 11075 6	Nature's Truth Daily Fruits & Veggies 60ct

UPC	Product Description
8 40093 10194 5	Nature's Truth L-Theanine 200mg 60ct
8 40093 12345 9	Nature's Truth Magnesium Citrate 250mg 60ct Softgels
8 40093 12267 4	Nature's Truth Magnesium Glycinate 200mg 200ct Gummies
8 40093 10533 2	Nature's Truth Ultra K2 + D3 50ct
8 99655 00222 0	Salivea Moisturizing Gel 1oz
8 99655 00227 5	Salivea Mouth Spray 1.5oz
8 99655 00225 1	Salivea Mouthwash Soothing Mint 16 fl oz
8 99655 00226 8	Salivea Toothpaste Soothing Mint 4.3oz
3 23900 03917 9	Vicks Formula 44DM Cough & Chest Congestion 12 fl oz
3 23900 03916 2	Vicks Formula 44DM Cough 12 fl oz
0 30772 13879 3	Vicks PainQuil Pain Reliever 12 fl oz
0 30772 14462 6	Vicks VapoFreeze 3oz
0 30772 14461 9	Vicks VapoFreeze Spray 3oz

Scan for  
Combe UPCs:



Scan for  
ET Browne UPCs:



### timely topic

### did you know?

## 360° STORE ASSESSMENT TIP:

Dedicating even 70-140 square feet of front-end space to clinical and wellness services could deliver impressive returns.

Expanding services will likely take up space in your front end that is currently devoted to OTCs, however revenue gained through new services is typically larger than OTC revenue lost.

### HYPOTHETICAL EXAMPLES

70 sq ft

\$140,000 in service revenue

\$100,000 net gain

140 sq ft

\$282,000 in service revenue

\$205,000 net gain

### SERVICES YOU CAN OFFER

- **Testing & Screenings:** pharmacogenomics, nutrient deficiencies, flu, strep, COVID
- **Wellness Consults:** weight management, hormonal health, prenatal support
- **MTM & Immunizations**

SMALL SPACE = BIG IMPACT

Contact HRG to Book a 360° Store Assessment:  
[holly\\_ockelmann@hamacher.com](mailto:holly_ockelmann@hamacher.com)



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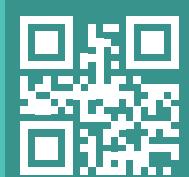
### Upcoming issues:

Dec. Category Spotlight:  
Health Essentials

Jan. Category Spotlight:  
Healthy New Year

Feb. Category Spotlight:  
Sun, Skin, and First Aid

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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.

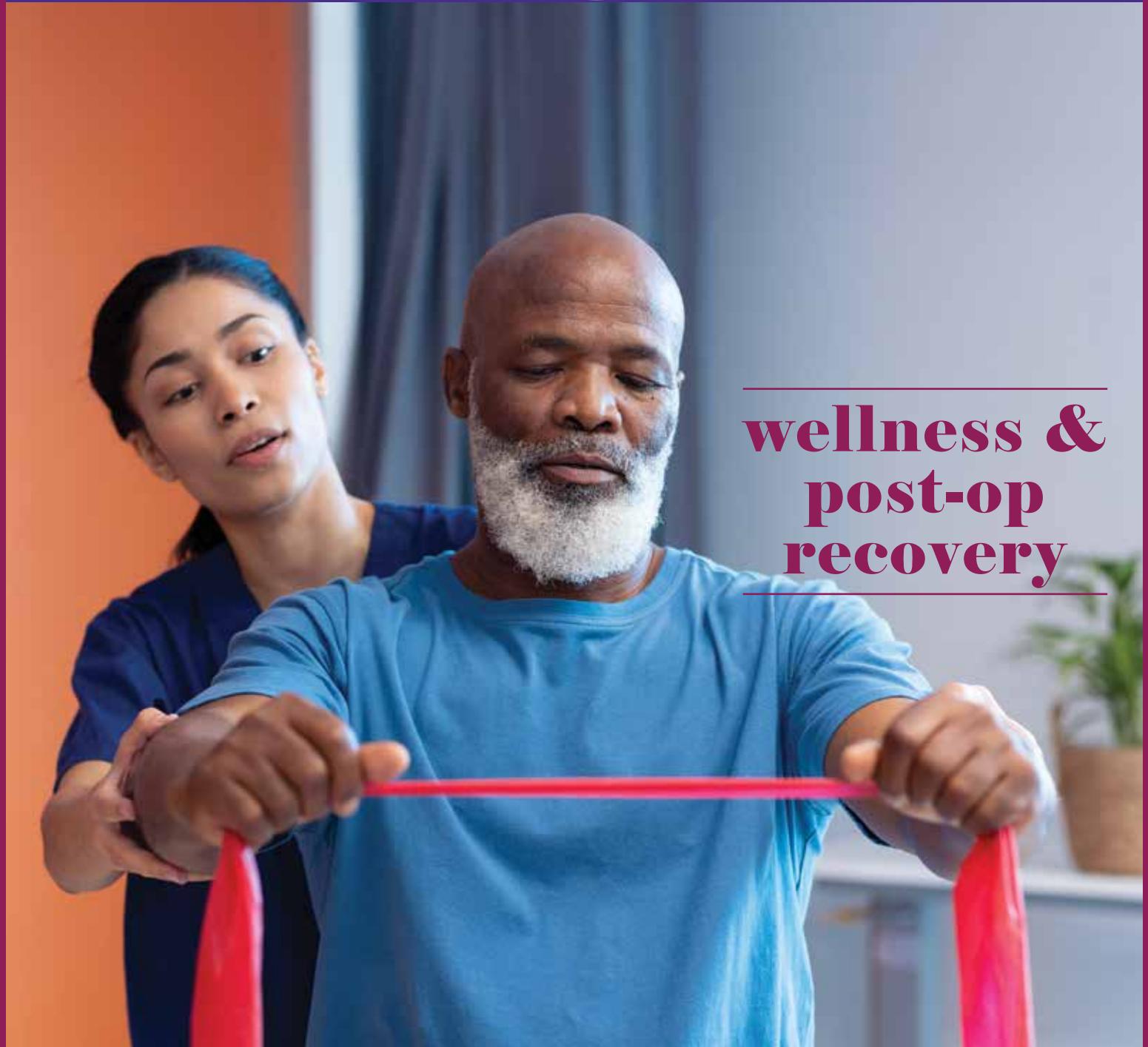
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# IN.depth

independent pharmacy publications

Category Spotlight  november 2025



wellness &  
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