

# 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.





OPTIC<sup>+</sup> WHITE

# 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)





# AS SEEN ON Every body

PALMER'S

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



## Heals and Soothes Extremely Dry Skin

### 71.5% Petrolatum

Helps quickly protect to heal skin

### Vitamin E

Helps restore skin's moisture barrier to improve resilience

### Shea Butter

Helps soften and smooth dry, rough skin

### Multi-Purpose Healing Ointment 3oz.

302994116003





### #1 COCOA BUTTER BRAND\*

REPLENISHES MOISTURE FOR HEALTHIER SKIN



### #1 COCONUT HAND & BODY BRAND\*

LUXURIOUSLY RICH MOISTURE FOR BEAUTIFUL SKIN



### SPECIALIZED SKIN SOLUTIONS

- Firming
- Dry, Sensitive Skin
- Dry, Damaged Skin
- Stretch Marks

### #1 STRETCH MARKS BRAND

IN THE US\*

\*In the U.S.



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[bit.ly/46TL5yU](https://bit.ly/46TL5yU)

RECOMMEND A PALMER'S SKINCARE REGIMEN TO YOUR CUSTOMERS

Order from Your Wholesaler

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



november 2025



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# Grow Pharmacy Sales with Combe's Leading Brands



**THE #1 MEN'S HAIR COLOR BRAND GLOBALLY**  
**SHORTEST PURCHASE CYCLE AND STRONGEST BASKET BUILDER IN THE MEN'S SHAVE AISLE**  
**MULTIPLE SUB-BRANDS AND SHADES—HIGH INCREMENTALITY ACROSS EVERY SKU**

**#1, #2, AND #4 ITEMS IN THE CATEGORY**  
**MOST PRODUCTIVE BRAND IN THE CATEGORY**  
**PROVEN EFFICACY ATTRACTS NEW AND REPEAT BUYERS**



**#1 MOST PRODUCTIVE INTIMATE WASH BRAND**  
**#1 ANTI-ITCH CRÈME**  
**AFFORDABLE SOLUTIONS WITH UNMATCHED SHARE OF VOICE**



**PROVIDES ALL-DAY HOLD WITH A CUSHION FEEL**  
**GRADUAL RELEASE TECHNOLOGY OFFERS MESS-FREE, FULL-COVERAGE COMFORT**  
**FSA/HSA ELIGIBLE**



## Why Stock the Full Combe Assortment?

More Media And Marketing Investment Than Any Other Brand— Driving Consumer Demand To Your Store

Efficacious Products That Deliver Repeat Purchases And Category Growth

Planogram And Promotional Support From The Combe Team

High Incrementality: Each SKU Adds Unique Value And Sales Potential

**DON'T LEAVE SALES ON THE TABLE.**  
**CONTACT YOUR WHOLESALER TODAY TO REVIEW YOUR ASSORTMENT AND UNLOCK MORE GROWTH.**



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Wholesaler Codes  
bit.ly/48ZcPVk



\*vs. paste. Data on file.

NATURE'S TRUTH®

THE #1 BRAND  
IN INDEPENDENT  
PHARMACY\*

FOUR YEARS RUNNING

tasteforlife  
ESSENTIALS  
AWARD WINNER  
2024

NATURE'S TRUTH  
DOUBLE STRENGTH  
L-THEANINE  
200 mg  
60 SOFTGELS

840093101945

NATURE'S TRUTH  
ADVANCED  
BERBERINE  
HCl  
500 mg  
60 CAPSULES

840093114723

NATURE'S TRUTH  
TRADITIONAL  
BEET  
ROOT  
1,000 mg  
90 QUICK RELEASE  
CAPSULES

840093109057

NATURE'S TRUTH  
MAGNESIUM  
GLYCINATE  
GUMMIES  
200 MG  
60 GUMMIES

840093122674

NATURE'S TRUTH  
HIGH ABSORPTION  
MAGNESIUM  
CITRATE  
SOFTGELS  
250 mg  
60 QUICK RELEASE  
SOFTGELS

840093123459

NATURE'S TRUTH  
DAILY  
FRUITS &  
VEGGIES+  
20+ FRUITS &  
VEGETABLES  
60 CAPSULES

840093110756

NATURE'S TRUTH  
ULTRA  
K2 + D3  
100 mcg  
(MK-7) | 5,000 IU  
(125 mcg)  
50 QUICK RELEASE  
CAPSULES

840093105332

CONTACT YOUR WHOLESALER FOR PRODUCT AVAILABILITY

Nature's Truth® | 3900 Veterans Memorial Hwy, Bohemia, NY 11716 | 1-844-544-1030

NaturesTruth.com

©2025 Nature's Truth LLC.  
\*HRG Proprietary PAC Data - 52 Weeks Ending 09/30/24. | \*\*Compared to Magnesium Oxide.

†This statement has not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

Nature's Truth® Berberine NCI 500mg 60ct

november 2025

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

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



030772138793

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**

FORMULA **44**<sup>™</sup> DM



POWERFUL COUGH RELIEF

323900039162



POWERFUL COUGH & CHEST CONGESTION RELIEF

323900039179

## 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.com

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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



- 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

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Recommend to Dry Mouth Patients –  
Especially Those Taking Diabetes Medications

Request  
FREE  
Samples

bit.ly/3FUnaWx

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



- 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

Homeopathic alternatives address  
conditions instead of masking them.



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

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



Made with five  
100% natural active  
ingredients

ONLY THE GOOD STUFF

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



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

HRG

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



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
	Cetaphil Multi-Purpose Healing Ointment 3oz
	Colgate Optic White 360 Soft Toothbrush 2 pack
	Colgate Optic White Advanced Icy Fresh Toothpaste 4.5oz
	Colgate Optic White Mouthwash 16oz
	Colgate Optic White Overnight Whitening Pen
	Luvena Vaginal Rinse 6 fl oz
	Luvena Enhanced Personal Lubricant 1.3oz
	Luvena Feminine Wipes 25ct
	Luvena Therapeutic Wash 6.76 fl oz
	Luvena Vaginal Moisturizer & Lubricant 6ct
	Natural Eyes Pink Eye Relief 70ct
	Nature's Truth Beet Root 1,000mg 90ct
	Nature's Truth Berberine NCI 500mg 60ct
	Nature's Truth Daily Fruits & Veggies 60ct

UPC	Product Description
	Nature's Truth L-Theanine 200mg 60ct
	Nature's Truth Magnesium Citrate 250mg 60ct Softgels
	Nature's Truth Magnesium Glycinate 200mg 200ct Gummies
	Nature's Truth Ultra K2 + D3 50ct
	Salivea Moisturizing Gel 1oz
	Salivea Mouth Spray 1.5oz
	Salivea Mouthwash Soothing Mint 16 fl oz
	Salivea Toothpaste Soothing Mint 4.3oz
	Vicks Formula 44DM Cough & Chest Congestion 12 fl oz
	Vicks Formula 44DM Cough 12 fl oz
	Vicks PainQuil Pain Reliever 12 fl oz
	Vicks VapoFreeze 3oz
	Vicks VapoFreeze Spray 3oz

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Combe UPCs:



Scan for  
ET Browne UPCs:

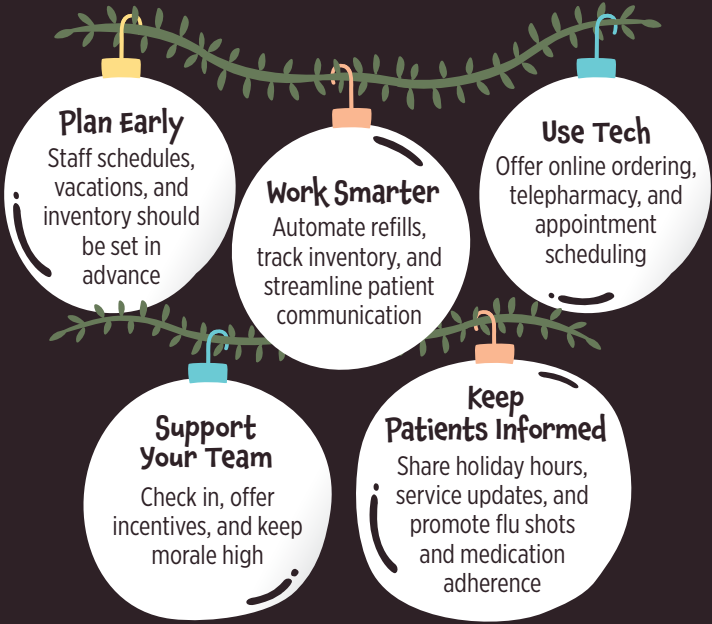


timely topic

did you know?

CONQUER THE HOLIDAY CHAOS

December is one of the busiest months of the year for pharmacies. Between holiday rushes, peak flu season, and customers using up FSA/HSA funds, the pressure is real, but it can be managed with smart planning.

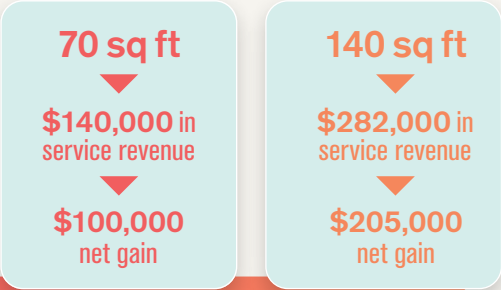


360° STORE ASSESSMENT TIP:

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



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

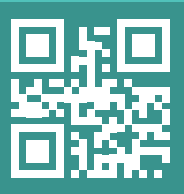
Upcoming issues:

Dec. Category Spotlight: Health Essentials

Jan. Category Spotlight: Healthy New Year

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

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Archives



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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 INstore™ program. Never Outs® are part of HRG's INstore™ 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 &  
post-op  
recovery**

