

From Our Company, to Yours...

# Happy Holidays

Wishing you a season filled with joy...  
We are so grateful for your partnership!





## DERMATOLOGIST RECOMMENDED BRANDS

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 Healing Balm Stick  
Skin protectant / .65 oz  
UPC: 072140031275

Helps protect, heal & soothe dry,  
chapped skin on the go

**Eucerin®**

DERMATOLOGICAL SKINCARE



Eucerin Original Healing Cream  
16 oz  
UPC: 072140000219

Emollient-rich moisturizing formula  
helps to heal & protect extremely dry,  
compromised skin



Eucerin Intensive Repair Lotion  
16.9 fl oz  
UPC: 072140110161

Instantly restores radiance  
to very dry, dull skin



Eucerin Eczema Relief Cream  
Skin protectant / 8 oz  
UPC: 072140011871

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

**Beiersdorf**

ORDER FROM YOUR WHOLESALER EucerinUS.com | AquaphorUS.com QUESTIONS? Call 1-800-233-2340

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



Aquaphor® Healing Ointment Skin Protectant 1.75oz  
Aquaphor® Healing Ointment Skin Protectant 14oz  
Eucerin® Eczema Relief Cream Skin Protectant 8oz  
Eucerin® Original Healing Cream 16oz



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## INNOVATIVE FORMULA, THREE DIFFERENT BIOTICS



030772191316

### PREBIOTIC

INULIN, chicory root soluble fiber, helps  
feed your good bacteria\*

### PROBIOTIC

BACILLUS COAGULANS LACTOSPORE®  
helps relieve occasional bloating\*

### POSTBIOTIC

IMMUNO-LP20 adds more good bacteria  
and helps support immune health\*

**STOCK THE PROBIOTIC BRAND  
DOCTORS RECOMMEND MOST†**



030772162903

## 4 HEALTH BENEFITS\* IN 1 DAILY FIBER

### REGULARITY\*



### HEALTHY BLOOD SUGAR LEVELS\*



### APPETITE CONTROL\*

### HEART HEALTH BY LOWERING CHOLESTEROL†

Metamucil helps patients **GET REGULAR\***  
**TO FEEL LIGHTER\*\*** in just two weeks



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

†Among Gastroenterologists who recommended a brand of probiotic in a ProVoice 2008-2023 survey. †Diets low in saturated fat and cholesterol that include 7 grams of soluble fiber per day from psyllium husk, as in Metamucil, may reduce the risk of heart disease by lowering cholesterol. One serving of Metamucil has 2.4 grams of this soluble fiber. One serving of Metamucil capsules has at least 1.8 grams of this soluble fiber. \*\*Survey of 291 adults who self-reported that they felt lighter and more energetic after completing the Metamucil Two Week Challenge.



alignprobiotics.com | metamucil.com  
Order from your wholesaler today!

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# THE MOST CLINICALLY STUDIED MULTIVITAMIN BRAND IN THE WORLD

Clinically proven to support memory in older adults\*



Backed by  
40 years  
of clinical  
research

## Offer Centrum Silver to Your Patients 50+

\*Not a replacement for cholesterol-lowering drugs.

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

Use as directed.  
[centrum.com](http://centrum.com)

## HALEON

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## CALTRATE SUPPORTS HEALTHY BONES & MUSCLES\*



### Calcium

Contains 600 mg of calcium carbonate, a concentrated form of calcium, to support healthy bones\*



### Vitamin D3

With the highest level of vitamin D3, to maximize calcium absorption and support muscle strength\*

## Provide a Variety of Forms and Flavors to Your Customers



Use as directed.  
[centrum.com](http://centrum.com)

305735509195

305735517503

305735567119

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

No water needed  
Pour in your mouth  
& feel the Pop!

## Daily Immune Support\*

The goodness of  
Emergen-C in a crystals  
popping experience

Use as directed.  
[emergenc.com](http://emergenc.com)



076314608638



076314608546

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

## Keep a Slow Release Iron Supplement in Stock

Controlled delivery system provides high potency iron while being gentle on the stomach for fewer side effects



886790019305 30ct  
886790019602 60ct  
Use as directed.  
[slowfe.com](http://slowfe.com)



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

\*Among OTC iron-only supplement brands.



Place an order with your wholesaler today.



HRG  
Centrum® Silver Adult 50+ 125ct  
Centrum® Silver Men 50+ 100ct  
Centrum® Silver Women 50+ 100ct  
Slow Fe® 30ct  
NEVER OUTS®

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# Advancements in Urinary Incontinence

Medications, surgeries, and injections can help curb incontinence but may be too costly for seniors, caregivers, assisted living residents, or those on a fixed income.

## Less Expensive Alternatives

### ► Smart Sensing Systems

Attach to adult briefs and provide alerts to caregivers when a wetness episode occurs

- Minimizes and reduces time a patient may spend in soiled briefs
- Reduces skin irritation and complications

### ► Wearable Predictive Devices

Use non-invasive ultrasound sensors to monitor bladder fullness

- Can alert the user when a voiding event is likely needed
- Helps prevent or pre-empt leakage from occurring

Additional technologies include wicking systems and condom catheters with night drainage bags.

## EASY ORDER GUIDE *scan to order!*

UPC	Product Description
0 30772 19131 6	Align Probiotic 3-in-1 Biotic 50ct
0 72140 03127 5	Aquaphor Healing Balm Stick Skin protectant .65oz
0 72140 45231 5	Aquaphor Healing Ointment Skin protectant 1.75oz
0 72140 63608 1	Aquaphor Healing Ointment Skin protectant 14oz
3 05735 50919 5	Caltrate 600+D3 Bone Strength 60ct
3 05735 56711 9	Caltrate Advanced Chewables 90ct
3 05735 51750 3	Caltrate Gummy Bites 60ct
3 05735 56819 2	Caltrate Soft Chews Chocolate 60ct
3 05734 46391 7	Centrum Silver Adult 50+ 125ct

UPC	Product Description
3 05734 75850 1	Centrum Silver Men 50+ 100ct
3 05734 75652 1	Centrum Silver Woman 50+ 100ct
0 76314 60863 8	Emergen-C Crystals On-the-Go Orange Vitality 28ct
0 76314 60854 6	Emergen-C Crystals On-the-Go Strawberry Burst 28ct
0 72140 01187 1	Eucerin Eczema Relief Cream Skin protectant 8oz
0 72140 11016 1	Eucerin Intensive Repair Lotion 16.9 fl oz
0 72140 00021 9	Eucerin Original Healing Cream 16oz
8 86790 01930 5	Slow Fe 30ct
8 86790 01960 2	Slow Fe 60ct

UPCOMING ISSUES:

Jan.  
Healthy New Year

Feb.  
Sun, Skin, and First Aid

Mar.  
Seasonal Solutions and Supplements & Vitamins



Scan for Issue Archives  
[bit.ly/4gePNKe](http://bit.ly/4gePNKe)



timely topic

did you know?

## SUPPORT CAREGIVER Mental Wellness

Mental Wellness Month in January is the perfect time to create a "Recharge" endcap for family caregivers. Caregiving often leads to chronic stress and emotional fatigue, making self-care essential.

### Stock your endcap

with items that help caregivers unwind, restore energy, and support mental well-being:

#### Stress Relief

- aromatherapy rollers
- calming teas
- magnesium supplements

#### Self-care Essentials

- soothing bath products
- eye masks
- hand creams

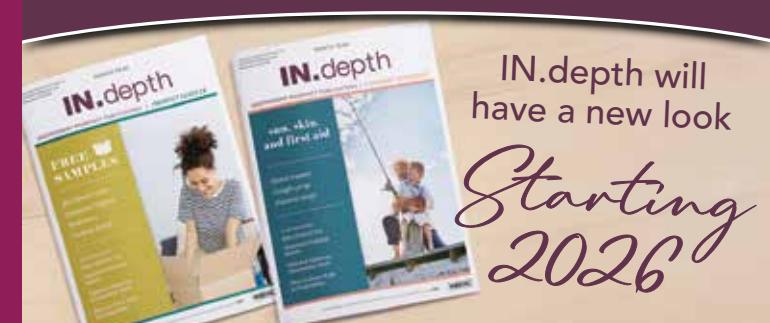
#### Sleep Support

- melatonin
- herbal blends
- relaxation gummies

Add signage with a compassionate message like "Take five minutes for you."

By curating wellness-focused products, your pharmacy can help caregivers recharge, showing your commitment to both their mental health and overall quality of life.

IN CASE YOU MISSED IT...



IN.depth will have a new look  
Starting 2026



## INDEPENDENT PHARMACY MARKET FACTS

This information from the 2025 NCPA Digest may spark inspiration for the direction of your store in 2026

The top four wellness services offered by independents are **immunizations, blood pressure monitoring, diabetes education and management, and smoking cessation**

Independent pharmacy owners on average employ **12.4 employees per location**

Independent pharmacies continue to be a reliable place to find patient products complementary to clinical services such as **wound care, medical compression garments, compounding and medication therapy management** that many competitor pharmacies don't offer

Nearly **TWO-THIRDS** of independent pharmacies are serving areas with a population less than 50,000 - **your business is crucial to your community!**

Read more from the NCPA Digest here:  
[pharmacybookshelf.cardinalhealth.com/view/889971940](http://pharmacybookshelf.cardinalhealth.com/view/889971940)



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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.

**HRG**

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# IN.depth

independent pharmacy publications

Category Spotlight  december 2025

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## health essentials

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