

IN.depth

independent pharmacy publications

Category Spotlight



november 2025

**wellness &
post-op
recovery**

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.



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CONTACT YOUR WHOLESALER FOR PRODUCT AVAILABILITY

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

NaturesTruth.com

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*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.

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HRG

Contact Holly at 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
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	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
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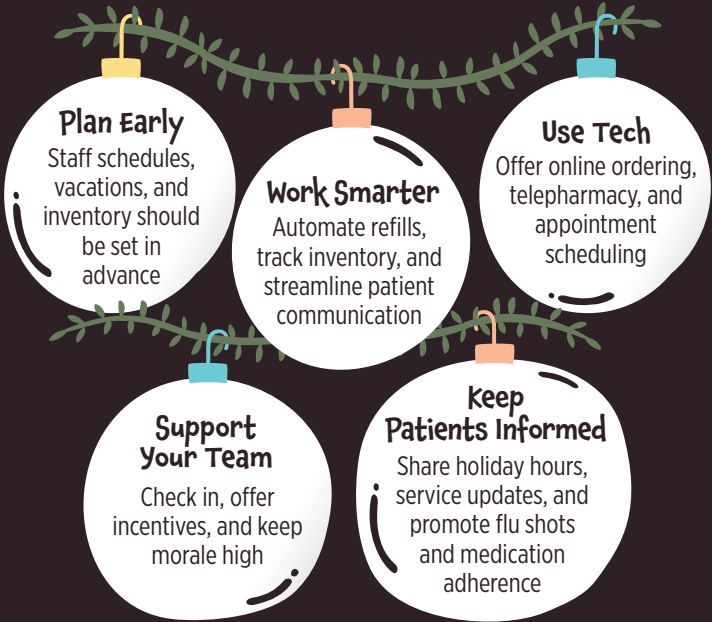


timely topic

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.



A little preparation goes a long way. With clear communication, smart tools, and team support, your pharmacy can survive and thrive this holiday season.

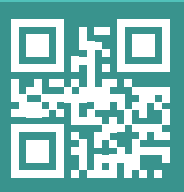
Upcoming issues:

Dec. Category Spotlight: Health Essentials

Jan. Category Spotlight: Healthy New Year

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

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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 sq ft
\$140,000 in service revenue	\$282,000 in service revenue
\$100,000 net gain	\$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



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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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