

IN.depth

independent pharmacy publications

Category Spotlight  december 2025



health
essentials



From Our Company, to Yours...

Happy Holidays

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



HRG
IN THE DETAILS OF RETAIL



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 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

december 2025



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!

© 2025 Procter & Gamble



december 2025

THE MOST CLINICALLY STUDIED MULTIVITAMIN BRAND IN THE WORLD

Clinically proven to support memory in older adults*



Centrum Silver Women 50+ supplies specific levels of key nutrients to support the needs of women 50 and older, including calcium, vitamin D, and other nutrients that support overall wellness.*

Centrum Silver Adult 50+ contains key nutrients to support the general well-being of adults 50 years and older, including vitamins thiamin, riboflavin, B6, and B12 for energy support.*

Centrum Silver Men 50+ supplies essential vitamins to support the needs of men 50 and older, including vitamin D and magnesium for muscle function and B vitamins for heart health.**



305734756521



305734463917



305734758501

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

CALTRATE SUPPORTS HEALTHY BONES & MUSCLES*



305735568192

Use as directed.
centrum.com

305735517503

305735567119

305735509195



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*

*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.

Daily Immune Support*

The goodness of
Emergen-C in a crystals
popping experience



076314608638



076314608546

Use as directed.
emergenc.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.



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



886790019305 30ct
886790019602 60ct

Use as directed.
slowfe.com

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



*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.

HALEON

Trademarks are owned by or licensed to the HALEON group of companies. ©2025 HALEON group of companies or its licensor.



Centrum® Silver Adult 50+ 125ct
Centrum® Silver Men 50+ 100ct
Centrum® Silver Women 50+ 100ct
Slow Fe® 30ct

december 2025

december 2025



Place an order with your wholesaler today.

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

✓

Reduce 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	UPC	Product Description
	Align Probiotic 3-in-1 Biotic 50ct		Centrum Silver Men 50+ 100ct
	Aquaphor Healing Balm Stick Skin protectant .65oz		Centrum Silver Woman 50+ 100ct
	Aquaphor Healing Ointment Skin protectant 1.75oz		Emergen-C Crystals On-the-Go Orange Vitality 28ct
	Aquaphor Healing Ointment Skin protectant 14oz		Emergen-C Crystals On-the-Go Strawberry Burst 28ct
	Caltrate 600+D3 Bone Strength 60ct		Eucerin Eczema Relief Cream Skin protectant 8oz
	Caltrate Advanced Chewables 90ct		Eucerin Intensive Repair Lotion 16.9 fl oz
	Caltrate Gummy Bites 60ct		Eucerin Original Healing Cream 16oz
	Caltrate Soft Chews Chocolate 60ct		Slow Fe 30ct
	Centrum Silver Adult 50+ 125ct		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



timely topic

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

Sleep Support

- melatonin
- herbal blends
- relaxation gummies

Daily Energy

- electrolyte packets
- protein snacks
- multivitamins

Self-care Essentials

- soothing bath products
- eye masks
- hand creams

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.

did you know?



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**

Point-of-sale systems, telephone integrated voice response, and mobile commerce/signature capture are important tools pharmacy owners use to streamline workflow

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



Join Our Facebook Group:
Independent Pharmacy – Profit in the Front End
facebook.com/groups/independentpharmacy

Hamacher Resource Group (HRG) provides community pharmacies with product information on behalf of manufacturers and does not endorse any specific product or manufacturer. HRG makes no representation or warranties, expressed or implied, nor claims responsibility for the results obtained from the use of such information. HRG does not endorse any specific wholesaler or distributor.

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.



Printed on post-consumer recycled paper with soy-based inks.



IN CASE YOU MISSED IT...

