

Hamacher Resource Group, Inc.
N29W22769 Marjean Lane
Waukesha, WI 53186

NEW

Scan-to-order
page inside!

IN.depth

independent pharmacy publications

Category Spotlight



february 2023

A photograph taken from inside a yellow tent, looking out through the open flap. The sun is rising over a mountain range, creating a bright orange glow and lens flare. In the foreground, inside the tent, there are two blue sleeping bags and a small camp stove with a pot on it. The tent's interior is visible, showing the yellow fabric and black straps.

sun, skin,
first aid

EASY ORDER GUIDE

scan to order! 

UPC	Product Description
	Aquaphor Itch Relief Ointment 1oz
	BC Sinus & Pain Congestion 12ct
	Betadine 3oz Spray
	Betadine 8oz Solution
	Betadine Dry Powder Spray
	Betadine Sore Throat
	Chloraseptic Sore Throat Cherry 6 fl oz
	Clear Eyes Eye Allergy Itch Relief 0.085 fl oz
	Diabetic Tussin Cough & Chest Congestion DM 4 fl oz
	Irish Spring Refresh 20 fl oz
	Irish Spring Reset 20 fl oz
	Luden's Throat Drops Wild Cherry 30ct
	Nexcare Absolute Waterproof Tape 1ct
	Nexcare Clear Waterproof Bandages 50ct
	Nexcare Clear Waterproof Bandages 8ct
	Nexcare DUO 20ct (assorted)
	Nexcare DUO 40ct (assorted)

UPC	Product Description
	Nexcare DUO 8ct (knee/elbow)
	Nexcare Max Hold Waterproof 15ct (assorted)
	Nexcare Max Hold Waterproof 40ct (assorted)
	Nexcare Max Hold Waterproof 6ct (knee/elbow)
	Nexcare Tegaderm Waterproof 4ct
	Nexcare Tegaderm Waterproof 8ct
	O'Keeffe's Healthy Feet Cream 2.7 oz Jar
	O'Keeffe's Healthy Feet Cream 3.0 oz Tube
	Softsoap Antibacterial Sensitive Rosewater & Aloe 11.25 fl oz
	Softsoap Antibacterial Therapy Exfoliating Cooling Eucalyptus & Sea Salt 11.25 fl oz
	Softsoap Antibacterial Therapy Exfoliating Warming Honey & Brown Sugar 11.25 fl oz
	Softsoap Creamy Buttery Shea & Almond Oil 20 fl oz
	Softsoap Energizing Pomegranate & Mango Spritz 20 fl oz
	Softsoap Exfoliating Coconut Butter Scrub 20 fl oz
	Softsoap Hydrating Macadamia Oil & Soft Peony 20 fl oz
	TheraTears Extra Dry Eye Therapy 0.5 fl oz



O'KEEFFE'S[®] FOR HEALTHY FEET CREAM

RELIEVES EXTREMELY DRY, CRACKED FEET



BEFORE



AFTER



Instantly Boosts
Moisture Levels



Creates a
Protective Layer



Helps Prevent
Moisture Loss

STOCK THE #1 FOOT CREAM IN AMERICA*
Order From your Wholesaler
okeeffescompany.com

722510028007

722510026003



O'Keeffe's[®] Healthy Feet Cream 2.7oz Jar

*No. 1 Foot Cream claim based on Nielsen sales data for 52 week period ending 12/3/22

INTRODUCING ZEN

Made with meditative scents, essential oils, and invigorating technologies that help you catch your breath, pause time, or cool down post-workout



Premium elevated benefits



Trending sensorial ingredients
& fragrances



Modern packaging & graphics



Incremental to the category



827854006985



827854007029

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COLGATE-PALMOLIVE

www.irishspring.com

Questions? Email: ColgateDrug@Salelytics.com

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Softsoap[®]
BRAND

ELEVATING THE SELF-CARE EXPERIENCE

INNOVATIVE NEW HAND SOAPS

Antibacterial + Sensitive



827854004714

- ✓ Eliminates 99.9% of bacteria
- ✓ Great for sensitive skin
- ✓ Hypoallergenic
- ✓ Trending rosewater & aloe scent

Therapy



827854004752

827854004790

- ✓ Gently smooths and restores moisture to dry, hardworking hands
- ✓ Unique 2-in-1 formula: Exfoliating + Moisture locking technology
- ✓ A pampering hand soap experience

MUST-HAVE BODY WASHES

Exfoliating
Coconut Scrub



74182473389

Creamy Moisture
Shea Butter & Almond Oil



74182473396

Energizing
Pomegranate & Mango



74182473518

Luminous Oil
Macadamia



74182473693

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COLGATE-PALMOLIVE

www.softsoap.com

Questions? Email: ColgateDrug@Salelytics.com

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HELP YOUR CONSUMERS:

PREP LIKE THE PROS WITH BETADINE®

BETADINE®—the infection protection brand powered by iodine and the brand trusted in hospitals for over 50 years

- BETADINE® Antiseptic 8oz solution is a first aid kit staple—customers ask for it!
- First aid to help prevent infection in minor cuts, scrapes, and burns
- Promptly kills germs



Dry Powder Spray: 3-67618-165-01-0 Use as directed.
8oz Solution: 3-67618-150-08-5
3oz Spray: 3-67618-160-03-9

BE PREPARED FOR A SORE THROAT, TOO!

BETADINE® Antiseptic Gargle treats and relieves sore throat symptoms with the trusted power of iodine

- Temporarily reduces germs normally found in the mouth*
- Medicated, fast-acting throat gargle
- Powerful antiseptic action right where you want it
- Mint flavor



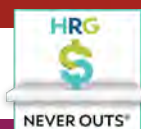
Use as directed. UPC: 3-67618-181-08-9
*Based on laboratory data.

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For more information visit
www.betadine.com

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ANTISEPTIC

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Betadine® Solution 8oz

Go from itchy skin to immediate relief

PROVEN SOLUTIONS FOR OUTDOOR & INDOOR IRRITATIONS



Aquaphor Itch Relief Ointment

UPC: 07214003101

Product may be used for up to 7 days

Aquaphor Itch Relief Ointment Helps Heal the Itch with our maximum strength 1% Hydrocortisone Anti-Itch Ointment

Provides instant itch relief for outdoor irritations

- ▶ Insect Bites
- ▶ Poison Ivy & Oak
- ▶ Poison Sumac

Soothes and relieves itchiness from indoor irritations

- ▶ Dry Skin
- ▶ Skin Rash
- ▶ Psoriasis



ITCH RELIEF FROM Atopic Dermatitis and Contact Dermatitis

- ▶ Significantly reduced itch severity by 37% on day 1*
- ▶ Significantly reduced the frequency of itch after 7 days of twice daily use on children with atopic dermatitis*
- ▶ Provides up to 12 hours of itch relief

GENTLE FOR SENSITIVE SKIN, PARABEN FREE, FRAGRANCE FREE

There's before, and then there's **Aquaphor®**

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QUESTIONS? • Call 1-800-233-2340

*Data on File. Beiersdorf Inc.

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Eucerin®

THE ONLY DERMATOLOGICAL
SUN CARE BRAND

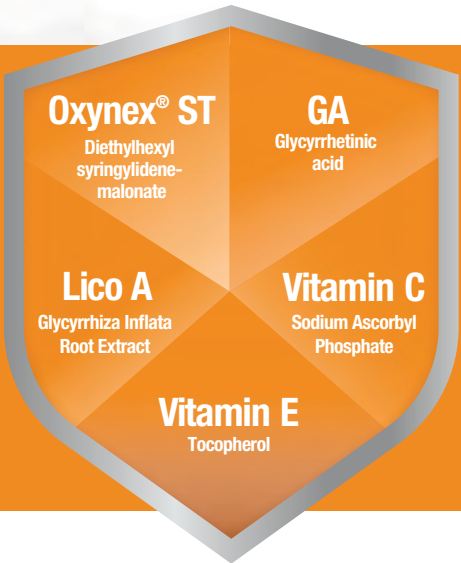
WITH A UNIQUE
COMPLEX OF



BEYOND BROAD-SPECTRUM SUN PROTECTION

UVA/UVB sun protection plus an Advanced Antioxidant Complex, 5 AOX Shield™, that goes beyond neutralizing to also guard from free radicals, helping to combat the signs of aging* and support skin health

Use and reapply as directed with other Sun Protection Measures (See Drug Facts Box)



STOCK YOUR SHELVES WITH PROVEN SUN PROTECTION!

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coppertone.com | eucerinus.com
Questions? Call 1-800-233-2340



*Eucerin Advanced Hydration After Sun is not a sunscreen and does not contain 5 AOX Shield

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#1 MOST TRUSTED SUNSCREEN BRAND BY AMERICAN SHOPPERS***

COPPERTONE® SPORT

- ⊕ 4-in-1 Performance
- ⊕ Stops up to 97% UV Rays* + Resists sweat, heat and water
- ⊕ Depend on this tough sunscreen for outdoor activities where every moment counts

COPPERTONE® COMPLETE

- ⊕ Proven UVA/UVB protection
- ⊕ Feels lightweight
- ⊕ Moisturizes All Day**
- ⊕ Free of oxybenzone, octinoxate, dyes & PABA
- ⊕ Sun protection for the whole family!

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Questions? Call 1-800-233-2340

*SPF 30 or higher
**For sun protection, use as directed
***based on the 2021 BrandSpark American Trust Study



Seasonal Symptom Relief for Your Patients



SINUS PAIN & CONGESTION

FAST RELIEF AT THE SPEED OF POWDER

POWERFUL POWDER FORMULA:

- **Acetaminophen** 650mg
- **Phenylephrine Hydrochloride** 10mg
- **Chlorpheniramine Maleate** 4mg

Use as directed.

042037107260



Give patients the fast sinus relief they need



678112000708

JUST ONE DROP FOR ALL-DAY EYE ALLERGY ITCH RELIEF

- ✓ Contains Olopatadine HCl, the #1 doctor prescribed allergy itch relief ingredient*
- ✓ Works in minutes. Use just once a day for all-day eye allergy itch relief
- ✓ Relief from Indoor & Outdoor allergens, Pet Dander, Ragweed, Pollen, and Grass

*When available by prescription only.
Use as directed.

Eye allergy Itch relief from the #1 selling brand of eye drops

EVERYDAY DELICIOUSLY SOOTHING
SORE THROAT | DRY MOUTH | IRRITATIONS | ANYTIME



Use as directed.

814832010430

Stock great-tasting Luden's®

FAST-ACTING PAIN RELIEF

#1 DOCTOR RECOMMENDED
Sore Throat Spray brand*



*PROVOICE 2021
Use as directed.



378112011031

Offer Chloraseptic® to shoppers - it numbs in seconds!

The Diabetic Tussin® Difference

Specifically Formulated For People With Diabetes



Use as directed.

760569064041

Stock the brand your diabetic patients can trust

A Drop Like No Other™

- ✓ Up to 12 Hours Hydrating Comfort
- ✓ Unique hypotonic and electrolyte balanced formula

Use as directed.



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Chloraseptic® Sore Throat Cherry 6 fl oz
Diabetic Tussin® Cough & Chest Congestion DM 4 fl oz



Clear Eyes® Allergy Itch Relief 0.085 fl oz

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WITH VITAMIN E ANTIOXIDANT COMPLEX

OLAY

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15

UV365 DAILY MOISTURIZER WITH SUNSCREEN

BROAD SPECTRUM SPF 15 SENSITIVE

118 mL (4.0 FL OZ)

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AMERICA'S #1 UV MOISTURIZER*

BROAD SPECTRUM SPF 15 + 48-HOUR HYDRATION

LIGHTWEIGHT, BREATHABLE FORMULA

RECOMMENDED FOR DAILY USE BY THE SKIN CANCER FOUNDATION

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*Based on FDM Nielsen xAOC unit sales

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ADAPALENE GEL 0.1% ACNE TREATMENT

Previously available only by prescription

FDA approved Dermatologist Developed

Once Daily Topical Retinoid*

*Read consumer information leaflet before use

Original tube

Differin Gel contains adapalene, the first Rx-strength acne retinoid available without a prescription.

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Clear and prevent acne

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FIRST AID PRODUCTS FOR YOUR PATIENTS

Add these Nexcare[®] items to your first-aid shelves

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HOLDS STRONG PAIN-FREE REMOVAL

20 ASSORTED

051131223035 20ct (assorted)

051131223042 40ct (assorted)

051131223059 8ct (knee/elbow)

All-day hold + pain-free removal

Nexcare[™] MAX HOLD

waterproof

48

051131217003 15ct (assorted)

051131216778 6ct (knee/elbow)

051131218055 40ct (assorted)

Stays on for up to 48 hours

Nexcare[™] clear

waterproof

8

051135813874 8ct (knee/elbow)

051131997608 50ct (assorted)

Waterproof protection for cuts, scrapes, and blisters

Nexcare[™] TEGADERM[™]

waterproof

8

051131641143 8ct (2 3/8" x 2 3/4")

051131641136 4ct (4" x 4 3/4")

Seals out water, dirt and germs to help prevent infection

Nexcare[™] absolute waterproof tape

1

051131667754 1ct (1" x 5 yd)

Helps prevent blisters with cushioned protection

3M

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www.nexcare.com

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DERMATOLOGIST RECOMMENDED — FOR SENSITIVE SKIN —

Moisturizing Lotion

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Completely restores skin's moisture barrier in 1 week.

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NEVER OUTS[™]

Nexcare[™] Tegaderm[™] Waterproof 4ct

Nexcare[™] Tegaderm[™] Waterproof 8ct

Nexcare[™] Absolute Waterproof Tape 1ct

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THE “SKINIFICATION” OF HAIR CARE

SKIN CARE INGREDIENTS ARE FINDING THEIR WAY INTO HAIR CARE PRODUCTS!

TRENDING INGREDIENTS

🌿 Hyaluronic acid	🌿 Marine collagen	🌿 Cold pressed green coffee
🌿 Glycolic acid	🌿 Seaweed	🌿 Biotin
🌿 Ceramides	🌿 Sea salt	🌿 Keratin
🌿 Salicylic acid	🌿 Caffeine	🌿 Vitamins E, C, B5, and B3

CONSUMERS SPEND ADDITIONAL DOLLARS TO KEEP UP WITH TRENDS - KEEP YOUR HAIR CARE PRODUCT ASSORTMENT FRESH!

OTHER
STYLE
TRENDS

| Long layers

| Copper color

| Side parts

| The “wet” look

| Scalp health

| Hot oil treatments

| Crimping

| Coils

| Curls



Independent Pharmacy - Profit in the Front-End

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Independent Pharmacy – Profit in the Front-End



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RESOURCE
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Discussion

Join Our Private Facebook Group for Independent Pharmacies



800+ Members and Growing



Come learn and grow from other pharmacies.

The group focuses on how to increase profits in the front-end of the store and includes topics such as:

- Merchandising

• Planning
- Growth


• Facility
- Promotion

• Management
- Customer service

• Event ideas

Join today at:

www.facebook.com/groups/independentpharmacy





timely topic

did you know?



To stay competitive, consider the demographics of your community, and curate products and services that meet their unique needs.

HERE ARE A FEW EXAMPLES

📍 Large African American or Hispanic population?

📍 High number of seniors?

📍 Lots of families with kids?

📍 Located in a college town?

📍 Lots of people who work in construction?

▶ Create an endcap with Black-owned or Latino-owned brands

▶ Offer medical device training

▶ Enlarge your baby and children's selection

▶ Add some college merch

▶ Sell work gloves, special hand cream

The U.S. Census Bureau allows you to search by ZIP code, city, county, and/or state to find a specific area's income levels, ethnicities, ages, and other social characteristics. Visit data.census.gov.

MORE IDEAS

Check the CDC for the incidence of certain conditions in your state or region, and stock more products that meet those needs

Consider sourcing locally made items

March is
National Nutrition Month®

National Nutrition Month® is an annual campaign created by the Academy of Nutrition and Dietetics.

HOW TO CELEBRATE:

- ✓ Hold wellness classes that focus on nutrition
- ✓ Invite a nutrition book author to speak at your store
- ✓ Organize a food donation campaign for a local shelter
- ✓ Stress the importance of dietary supplements
- ✓ Incorporate a nutrition theme on your blog and social media accounts

The Academy offers campaign resources to spread the message of good nutrition and the importance of an overall healthy lifestyle for everyone. Visit eatright.org/national-nutrition-month for more information.

Be sure to watch for these upcoming issues of *IN.depth*

Mar.

Category Spotlight:
Seasonal Solutions

Apr.

Product Sampler

May

Category Spotlight:
Personal & Self Care

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