

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

NEW
Scan-to-order
page inside!

IN.depth

independent pharmacy publications

Category Spotlight

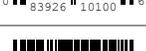
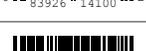


march 2023



**seasonal
solutions**

EASY ORDER GUIDE *scan to order!*

UPC	Product Description
 0 47701 00081 6	DenTek Triple Clean Floss Picks 90ct
 8 14832 01587 9	Efferdent Complete Clean 102ct
 8 14832 01031 7	Effergrip Denture Adhesive Cream Minty Fresh 2.5oz
 8 10087 82016 9	Hyland's Naturals Dry Ear Relief 0.50 fl oz
 3 54973 75162 0	Hyland's Naturals Earache Treatment 0.33 fl oz
 3 63824 20120 7	Mucinex Sinus Max 20ct
 3 63824 26273 4	Mucinex Sinus Max Day and Night 20ct
 3 63824 05718 7	Mucinex-D 18ct
 3 63824 04124 7	Mucinex-D 24ct
 0 47469 07530 9	Natrol KIDS Melatonin Gummies 90ct
 0 47469 07402 9	Natrol Liquid Melatonin Sleep 2.5mg 8oz
 0 47469 05964 4	Natrol Melatonin Advanced Sleep 10mg 100ct
 0 47469 07881 2	Natrol Melatonin Max Sleep Gummies 10mg 50ct
 0 47469 07331 2	Natrol Melatonin Sleep 10mg 100ct
 0 36602 09192 4	Ricola Berry Medley Throat Drops 45ct
 0 36602 31160 2	Ricola Honey Herb Throat Drops 45ct
 0 36602 30025 5	Ricola Honey Lemon w/Echinacea Throat Drops 45ct
 0 36602 30033 0	Ricola Original Herb Throat Drops 45ct
 0 36602 30245 7	Ricola Sugar Free Lemon Mint Throat Drops 45ct
 0 83926 10100 6	Tecnu Extreme Poison Ivy & Oak Scrub 40oz
 0 83926 11200 2	Tecnu Original Removes Poison Oak & Ivy Oils 12 fl oz
 0 83926 14100 2	Tecnu Original Removes Poison Oak & Ivy Oils 4 fl oz
 0 83926 10210 2	Tecnu Rash Relief Spray 6 fl oz
 0 42037 41112 1	The Doctor's Brush Picks 120ct



Stock Your Patients' Oral Care Favorites



Removes
80% MORE PLAQUE
than the leading
rolled floss*



047701000816

Use as directed. *In laboratory testing. ^Prestige Consumer Healthcare, Inc. assures the floss on Cross Flosser Plaque Control Floss Picks will not break with normal use or your money back. Proof of purchase required.



BETTER THAN FLOSSING!

- ✓ Safely removes food debris
- ✓ Helps stimulate gums to promote periodontal health
- ✓ Helps fight germs



042037411121

Use as directed.

Tell shoppers about the floss no-break assurance ^

Offer patients The World's Best Toothpick®

5-in-1 Cleansing System

KILLS 99.99%
of odor-causing
BACTERIA



Use as directed.

814832015879

Supply shoppers with reliable dental appliance care solutions

Call your wholesaler to order

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dentek.com | doctorsnightguard.com | efferdent.com | prestigebrands.com



Holds in Even the Toughest Situations



814832010317

ZINC-FREE FORMULA

Use as directed.

GET RELIEF FROM SINUS SYMPTOMS AND CHEST CONGESTION



3-63824-0A1247



3-63824-05718-7

12 HOURS
POWERFUL SYMPTOM RELIEF
FOR
SINUS + CHEST CONGESTION

- ✓ Clears Nasal/Sinus Congestion
- ✓ Thins and Loosens Mucus
- ✓ Immediate and Extended Release

USE AS DIRECTED

3-63824-20120-7



3-63824-20273-4

STARTS TO
BREAK UP YOUR SINUS SYMPTOMS
WITH
JUST 1 DOSE.

- ✓ Relieves Sinus Congestion
- ✓ Relieves Headache
- ✓ Controls Cough*
- ✓ Thins & Loosens Mucus

USE AS DIRECTED

*MUCINEX® SINUS-MAX® PRESSURE, PAIN & COUGH & NIGHTSHIFT® SINUS ONLY



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www.mucinex.com | 1-866-682-4639

THESE MUCINEX® SINUS-MAX® SEVERE CONGESTION & PAIN SKUS ARE FEATURED WITHIN COLD & ALLERGY PLANOGRAMS UNDER TEMPS® CATEGORY MANAGER, HRG'S 2023 MERCHANDISING AND PRICING PROGRAM.



MUCINEX® D 18ct
MUCINEX® D 24ct

NATURAL PRODUCT

Highest Growth Sleep-Aid Brand in Drug Stores!†

The #1 Melatonin Brand* Belongs in Your Sleep Aids Aisle



Melatonin Max	047469078812	Maximum strength for maximum snooze
Liquid Melatonin	047469074029	Assists with occasional sleeplessness^ and allows for variable dosing
Advanced Sleep Melatonin	047469059644	Helps patients fall asleep fast and stay asleep through the night^
KIDS Melatonin Gummies	047469075309	Less sugar, carbs & calories per serving*
Melatonin Gummies 10mg	047469073312	#1 selling drug-free sleep aid nationwide*



Capture melatonin segment growth - order Natrol today!

Natrol, LLC | Natrol.com

+Nielsen xAOC L26W PE 12/31/22. *Than other leading kids' gummies. † Nielsen / TABS Drug Channel L26 Weeks through 10/29/22.

^These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Natrol® KIDS Melatonin Gummies 90ct



Trade Up Customers to Family-Size Bags!

GOOD NEWS: Among drugstores, the popularity of large cough drop bags has increased steadily over the past four years, driven by Ricola users.¹

BEST NEWS: Large-bag shoppers have continued to purchase cough drops just as frequently², which means more profit for your pharmacy!



Product/Size	UPC
Sugar Free Lemon Mint 45ct	036602302457
Honey Lemon w/Echinacea 45ct	036602300255
Original Herb 45ct	036602300330
Honey Herb 45ct	036602311602
Berry Medley 45ct	036602091924

Call your wholesaler to carry family size bags of Ricola

1. IRI, Full Year 2022 WE 01/01/2023. 2. IRI, MULO Panel Data 2022 CY WE 01/01/2023

Ricola USA, Inc. | 6 Campus Drive | Second Floor South | Parsippany, NJ 07064 | ricola.com



Trusted by outdoor workers, enthusiasts, and medical professionals for poison ivy & oak care and outdoor itch relief

- ✓ **Tecnu® Original** removes rash-causing oil from poison ivy and oak to keep it from spreading. Tecnu Original is safe to use on skin, tools, pets, plus skunk and sap residue.
- ✓ **Tecnu® Extreme®** Poison Ivy & Oak Scrub removes rash-causing oil and gently exfoliates skin. Tecnu Extreme is safe to use before or after a rash starts.
- ✓ **Tecnu® Rash Relief™ Spray** is an easy application spray that uses diphenhydramine HCl 2% to provide maximum strength relief from outdoor itches, insect bites, sunburn, and more.



UPC 083926141002

UPC 083926112002

UPC 083926101006

UPC 083926102102

Keep Tecnu® products in stock through the season - order today!

Tec Laboratories, Inc. | Albany, OR 97321 | 1-800-482-4464 | teclabsinc.com



354973751620

#1 SELLING

EARACHE TREATMENT

FOR OVER 10 YEARS**

Provides temporary relief of the common pain and itching of swimmer's ear and earache pain due to cold & flu or allergies.

Formulated with no alcohol to provide safe and effective relief with no sting.



810087820169

NEW

DRY EAR RELIEF

A premium blend of oils proven to moisturize and soothe skin alongside natural ingredients to relieve itch due to frequent use of auditory devices, dryness, or seasonal allergies.

Safe for internal (ear canal) and external use and use with auditory devices.



Order from your wholesaler now

*Claims based on traditional homeopathic practice, not accepted medical evidence. Not FDA evaluated.

**NIELSEN DATA SALES, EAR TREATMENTS, 2012 TO 2022



Hyland's Naturals™ Earache Treatment 0.33 fl oz

Hyland's Naturals™ Dry Ear Relief 0.50 fl oz

march 2023

march 2023

SPRING HAS SPRUNG ENDCAP

From gardening and home projects to hiking and athletics, spring brings back many outdoor activities. Show your customers that you understand their needs by creating a pharmacy endcap that focuses on common conditions such as:

- SUNBURNS -
- BUG BITES -
- SCRAPES AND CUTS -
- OVERUSE OF MUSCLES
- AND JOINTS -
- SPRAINS AND STRAINS -

USE THIS FLOWGRAM AS A GUIDE FOR SETTING YOUR ENDCAP



MARCH FINE LINE UPDATES

HRG's proprietary Fine Line classification system categorizes health, beauty, wellness, home health care, and general merchandise items to improve the shopper experience by grouping products together based on how consumers shop for them.

RECENT CHANGES

EXPANDED HOME DIAGNOSTICS



GENERAL MERCHANDISE SUBCATEGORIES HAVE BEEN ADDED, EXPANDED, OR CONSOLIDATED INCLUDING:



BABY CLOTHING



AUTOMOTIVE



GIFTS



HAIR ACCESSORIES



HOUSEHOLD PRODUCTS

Download the latest FINE LINES for free: hamacher.com/fine-lines



timely topic

did you know?

Revisit In-store Design

With pandemic fears easing, foot traffic is ramping up. This is the perfect time to review your in-store merchandising and design.

Ideas to get you started:

- Revisit your store layout
- Utilize end caps
- Invest in engaging displays
- Ask brand manufacturers about free display options
- Position floor stands to allow for personal space
- Place new products near the entrance
- Put dump bins near the checkout



There is no one-size-fits-all approach when it comes to displays and merchandising, but you should strive to keep customers engaged while comfortably navigating your store.



APRIL IS

IRRITABLE BOWEL SYNDROME AWARENESS MONTH

Up to 45 million people living in the U.S. suffer from irritable bowel syndrome (IBS), which can significantly impact the quality of their lives.

Pharmacists play an important role in assisting patients with IBS due to being easily accessible healthcare professionals.

ACTIONABLE IDEAS

- ENCOURAGE STAFF TO TAKE CONTINUING IBS TRAINING COURSES
- PUT UP POSTERS WITH FACTS ABOUT IBS
- INVITE A NUTRITIONIST IN TO SPEAK AT AN IBS EVENT
- CREATE AN ENDCAP HIGHLIGHTING:
 - GENERAL DIGESTIVE HEALTH PRODUCTS (PROBIOTICS, DIGESTIVE ENZYMES, VITAMIN D, APPROPRIATE HERBAL REMEDIES)
 - CONSTIPATION RELIEVERS (MAGNESIUM, LAXATIVES, STOOL SOFTENERS, FLAXSEED)
 - DIARRHEA RELIEVERS (CALCIUM, LOPERAMIDE)

Learn more about IBS Awareness Month: aboutibs.org/living-with-ibs/ibs-awareness-month

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

- Apr. Product Sampler
- May Category Spotlight: Personal & Self Care
- Jun. Category Spotlight: Medicine Chest



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

NOTE: Items identified with a star rating (★,★★,★★★,★★★★) were objectively evaluated within the past 12 months by HRG's analysts in support of the national TEMPS® program. Never Outs® are part of HRG's TEMPS® program. They are the top-selling items within a subcategory, and should always be on a retailer's shelves, regardless of department size.

HRG



march 2023