



IN.depth

independent pharmacy publications

Category Spotlight



may 2023



personal &
self care

SAY GOODBYE TO FLAKES

Selsun blue® offers high-quality, effective solutions that are tough on dandruff and great for hair.
selsunblue.com



041167603529



041167602034



041167606322

CHAMPION YOUR SKIN

Gold Bond® contains 7 essential moisturizers and 3 nourishing vitamins that help stop dry skin before it starts.

goldbond.com



041167043653



041167066201



041167053522



041167066218

ORDER FROM YOUR WHOLESALER TODAY

sanofi

YOUR WELL-BEING IS OUR PRIORITY.

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NEVER OUTS®

Selsun blue® Medicated Shampoo 11 fl oz

3 IN 1 DIGESTIVE & IMMUNE SUPPORT*

SURVIVES STOMACH ACID
100X BETTER§



020525183675

815066001669

digestiveadvantage.com

Use as directed.

Do more for your brain.

neuriva
BRAIN HEALTH



647865995500

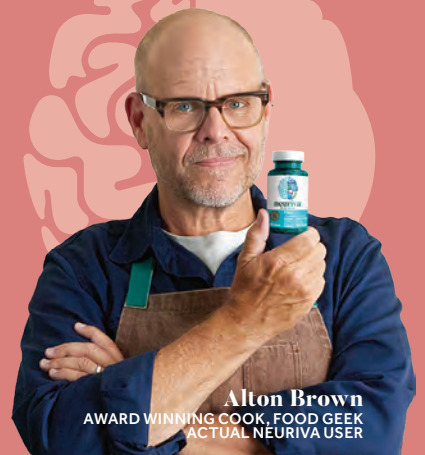
6
FUELS INDICATORS OF
BRAIN HEALTH

- 1 FOCUS*
- 2 MEMORY*
- 3 LEARNING*
- 4 ACCURACY*
- 5 CONCENTRATION*
- 6 REASONING*



bit.ly/4004SY0

SCAN HERE TO LEARN MORE ABOUT
THE SCIENCE BEHIND NEURIVA



Alton Brown
AWARD WINNING COOK, FOOD GEEK
ACTUAL NEURIVA USER

neuriva.com

Use as directed.

reckitt

Order from your wholesaler today

Reckitt • 399 Interpace Parkway • Parsippany, NJ 07054-0225 | www.rbhcpprofessional.com | 1-866-682-4639

*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.

§Based on median survivability of Digestive Advantage probiotic BC30 vs yogurts in a simulated gastric environment.

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Discover whitening that works.



Contact your Wholesaler to Order

Please email questions to: ColgateDrug@salelytics.com www.colgate.com COLGATE-PALMOLIVE COMPANY



GROW SALES.
NATURALLY.

AISLES OF SMILES,
SCENTS AND SAVINGS.



STOCK TOM'S OF MAINE® PRODUCTS TODAY!

NATURAL SOLUTIONS FOR
YOUR CUSTOMER

Contact your Wholesaler to Order

Please email questions to: TomsDrug@salelytics.com www.tomsomaine.com COLGATE-PALMOLIVE COMPANY



may 2023



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The **NEW** way to get Immune Support*

The goodness of Emergen-C in a new crystals popping experience



No water needed, Just pour in your mouth!

*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.

EmergenC.com

CENTRUM VITAMINS FOR EVERY STAGE OF YOUR MOTHERHOOD JOURNEY

Supporting mom and baby before, during and after pregnancy



Relevant but distinctive on-trend flavors
Robust marketing plan will drive purchase

Centrum.com

Use as directed.

PREPARATION H

#1 Doctor Recommended Brand
Wipe + Treat = Better Relief

Use Medicated Wipes to Cleanse and Soothe Before Applying Multi-Symptom Cream or Rapid Relief Spray for Lasting Relief



PreparationH.com

MEDICATED WIPES
Cleanse & soothe on contact

MULTI-SYMPTOM CREAM
Immediate relief from painful burning, itching & swelling PLUS skin conditioning agents to protect irritated skin

RAPID RELIEF SPRAY
No touch application with Lidocaine for the highest strength & fastest pain relief

Description	Old UPC	New UPC
Suppositories 12ct	305732883113	305731378016
Suppositories 24ct	305732883205	305731378061
Suppositories 48ct	305732880310	305731378009

Use as directed. *Based on 2022 sales data on hemorrhoids category. Trademarks are owned by or licensed to the Haleon group of companies. ©2022 Haleon group of companies or its licensors.

Goes to work in seconds by starting to neutralize acid on contact

New Dietary Supplement with 5 mg Melatonin



Fast Relief of Occasional Heartburn + Sleep Support!*



Description	UPC
TUMS HRTBRN/SLP C/TAB 54	307661321681
TUMS SMOOTH TAB 60 FRT	307667392876
TUMS CHWY BT E-X TAB 32 BRY	307661369362
TUMS ULT TAB 72 FRT	307660745655

Melatonin provides relief from occasional sleeplessness **Compared to those not taking melatonin*

The 600 mg of elemental calcium per serving (2 Chews) is equivalent to 1500 mg Calcium carbonate

*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.
Tums.com

America's Favorite Lip Balm

Soothes, cools, and protects to relieve severely dry chapped lips

Stock These Top Sellers

Description	UPC
CHAPSTK BLM .150Z REG BC	305730701129
CHAPSTK BLM .150Z STRW BC	305730715126
CHAPSTK BLM .150Z CHRY BC	305730705127
CHAPSTK BLM .150Z REG RF	305730701518
CHAPSTK L/M BLM .150Z OR BC	305730725125



Chapstick.com

Use as directed.

HALEON

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Place an order with your wholesaler today.



Chapstick® Regular 0.15oz
Preparation H® Suppositories 12ct
TUMS® Assorted Fruit 72ct
TUMS® Chewy Bites Assorted Berries 32ct
TUMS® Smoothies Assorted Fruit 60ct



Centrum® Morning Sickness 60ct Gummies
Centrum® PostNatal 60ct Gummies
Emergen-C® Crystals On-The-Go Orange Vitality
Emergen-C® Crystals On-The-Go Strawberry Burst
Emergen-C® Kidz Crystals On-The-Go Sparkly Strawberry
TUMS® Heartburn Sleep Support 54ct

may 2023

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At-home gender reveal now available for the Family Planning aisle!

- 84% of pregnant women want to know gender
- Test at 6 weeks with 99.9% accuracy
- #1 OB-GYN recommended

Order today from Cardinal or AmerisourceBergen Marketplace!

Myriad Genetics, Inc.
11436 Sorrento Valley Rd
San Diego, CA 92121
858-500-1483



#1 OBGYN RECOMMENDED



Source: Myriad Genetics Research 2022

UPC: 8-60008-98800-3 | Fits in a pregnancy test facing | SRP \$29.99 | Learn more at sneakpeektest.com

Cetaphil

WE DO SKIN
YOU DO YOU

DERMATOLOGIST
RECOMMENDED
— FOR SENSITIVE SKIN —

Cleanse and hydrate your sensitive skin.

Hydrates and strengthens the skin barrier with broad spectrum UVA/UVB protection.

Daily Oil-Free Facial Moisturizer SPF 35
3 oz 302994113002



Nourishing foam cleanses without drying the skin's barrier.

Hydrating Foaming Cream Cleanser
16 oz 302990117097



Order Cetaphil® products from your preferred drug wholesaler. | Cetaphil.com

Cetaphil® Hydrating Foaming Cream Cleanser 16oz

REESE'S
PINWORM
MEDICINE

A Trusted Formula Since 1986

Promote with Confidence

- Of more than 1.3 million units sold in 2022, no consumers requested a return

Reliable Treatment at a Fraction of the Cost

- Up to 95% savings in comparison to Rx
- Visit ReesesPinworm.com for additional mail-in rebates

Pyrantel Pamoate Suspension

- The only OTC anthelmintic recognized by the FDA
- Liquid dose based on weight
- Safe & effective for the entire family (ages 2+)

Readily Available for Quick & Easy Treatment

- Sold online, at retailers nationwide, independent pharmacies & all drug wholesalers



ReesesPinworm.com

Reese Pharmaceutical Company • 1-800-321-7178

FOR MORE INFO SCAN THE QR CODE



Reese's Pinworm Medicine 1oz

Daily Diabetic Supplement for General Well-Being

alpha betic® is a specially formulated multivitamin with 18 vitamins and minerals including B-vitamins, magnesium and antioxidant vitamins C & E and selenium.

- ⚡ Helps convert food to energy*
- ❤ Supports cardiovascular function*
- ⛶ Promotes a healthy immune system*
- ⚗ Delivers antioxidant support*
- 👁 Supports healthy eye function*



Order from your wholesaler now

Nature's Way Brands, Inc. | 825 Challenger Dr. | Green Bay, WI 54311
naturesway.com | 800-783-2286



UPC 020065600380

*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.

may 2023

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Coppertone®



VOTED #1 MOST TRUSTED SUNSCREEN BRAND BY AMERICAN SHOPPERS*

*Based on the 2022 BrandSpark American Trust Study

COPPERTONE® COMPLETE

- Proven UVA/UVB protection
- Feels lightweight
- Moisturizes all day¹
- Free of oxybenzone, octinoxate, dyes & PABA
- Sun protection for the whole family!



COPPERTONE Complete Face SPF 45 Lotion 2.5 Oz
UPC: 072140035921



COPPERTONE Complete SPF 50 Spray 5.5 oz
UPC: 072140032036



COPPERTONE Complete SPF 50 Lotion 7 oz
UPC: 072140032050

COPPERTONE® SPORT

- 4-in-1 Performance
- Stops up to 97% UV rays² + resists sweat, heat & water
- Depend on this tough sunscreen for outdoor activities where every moment counts



COPPERTONE Sport SPF 50 Spray 5.5 oz
UPC: 072140027643



COPPERTONE Sport SPF 50 Lotion 7 oz
UPC: 072140027476

ORDER FROM YOUR WHOLESALE COPPERTONE.COM QUESTIONS? 1-800-233-2340

¹For sun protection, use as directed

²SPF 30 or higher, use and reapply as directed



TOOTHPASTE SEGMENTS



1

BASE

Lower-priced fluoride toothpastes marketed as anticavity

Example:



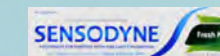
053100321186

2

SPECIALTY

Natural products, whitening, sensitivity relieving, and multiple-benefit products

Example:



310158081111

3

RESTORATIVE

Products that help strengthen tooth enamel, help eliminate gum disease, treat dry mouth, or help shield teeth from acid erosion and gingivitis

Example:



827854001881

4

DEEP WHITENING

Products designed for deep teeth whitening that include ingredients and strengths not seen in any other segment

Example:



037000819196

CARRY PRODUCTS FROM EACH PRODUCT TYPE TO MEET CUSTOMERS' NEEDS!

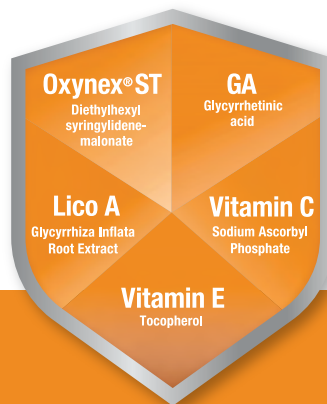
Eucerin®

BEYOND BROAD-SPECTRUM SUN PROTECTION

INTRODUCING THE 5 AOX SHIELD™

UVA/UVB sunscreen plus an Advanced Antioxidant Complex, 5 AOX Shield™, that goes beyond neutralizing to also guard from free radicals and helps support skin health

5 AOX SHIELD™
ANTIOXIDANT DEFENSE



Eucerin Sun Advanced Hydration SPF 50 Spray 6 oz
UPC: 072140032067



Eucerin Sun Age Defense SPF 50 Lotion 2.5 oz
UPC: 072140032227



NEW Eucerin Sun Sensitive Tinted Mineral Face SPF 35 Lotion 1.7 oz
UPC: 072140036096



NEW Advanced Hydration After Sun Lotion 6.8 oz
UPC: 072140036140

ORDER FROM YOUR WHOLESALE EUCERINUS.COM
QUESTIONS? 1-800-233-2340

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



NEVER OUTS®



NEW ITEM 2022



NEW ITEM 2022

Coppertone® Complete SPF 50 Spray 5.5oz Coppertone® Complete Face SPF 45 Lotion 2.5oz Eucerin® Advanced Hydration After Sun Lotion 6.8oz

HRG HAMACHER RESOURCE GROUP



HRG's new item review team examined **1,875** new health, beauty, and wellness (HBW) items in **2022**.

This is a decrease of 15.8% from the 2,227 products reviewed in 2021, and it is the third consecutive year with a decrease in HBW launches.

TRENDS



The gummy form remains popular – 37.5% of vitamin & dietary supplement items introduced were gummies, including those for immunity and sleep, among others.



Multi-packs were launched in all product classifications in 2022 and spanned a dozen HBW categories. This is a trend HRG predicts will continue throughout 2023 as consumers continue to seek value.



In the beauty segment, manufacturers continue to address sun safety, introducing 42 sunscreens with SPF 50 or higher.

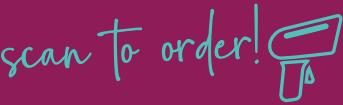


may 2023

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EASY ORDER GUIDE




UPC	Product Description
 0 20065 60038 0	Alpha Betic Multivitamin 30ct
 0 37000 88757 7	Always Discreet Underwear L 17ct
 0 37000 88736 2	Always Discreet Underwear S/M 19ct
 0 37000 88761 4	Always Discreet Underwear XL 15ct
 3 05736 55299 2	Centrum Morning Sickness Gummies 60ct
 3 05736 55302 9	Centrum PostNatal Gummies 60ct
 3 05736 55296 1	Centrum PreNatal Gummies 60ct
 3 02994 11300 2	Cetaphil Daily Oil-Free Facial Moisturizer SPF 35 3oz
 3 02990 11709 7	Cetaphil Hydrating Foaming Cream Cleanser 16oz
 3 05730 70512 7	Chapstick Cherry 0.15oz
 3 05730 72512 5	Chapstick L/M OR BC 0.15oz
 3 05730 70112 9	Chapstick Regular 0.15oz
 3 05730 70151 8	Chapstick Regular RF 0.15oz
 3 05730 71512 6	Chapstick Strawberry 0.15oz
 0 35000 45459 1	Colgate Optic White 360 Advanced Toothbrush 1ct
 8 27854 00572 8	Colgate Optic White Express Whitening Pen 1ct
 0 35000 67111 0	Colgate Optic White Mouthwash Icy Fresh Mint 16 fl oz
 0 35000 46977 9	Colgate Optic White Pro Series Stain Prevention 3oz
 0 35000 99338 0	Colgate Optic White Renewal Enamel Strength 3oz
 0 72140 03592 1	Coppertone Complete Face SPF 45 Lotion 2.5oz
 0 72140 03205 0	Coppertone Complete SPF 50 Lotion 7oz
 0 72140 03203 6	Coppertone Complete SPF 50 Spray 5.5oz
 0 72140 02747 6	Coppertone Sport SPF 50 Lotion 7oz
 0 72140 02764 3	Coppertone Sport SPF 50 Spray 5.5oz
 8 15066 00166 9	Digestive Advantage Daily Probiotics 30ct
 0 20525 18367 5	Digestive Advantage Daily Probiotics Gummies 60ct
 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 76314 60860 7	Emergen-C Kidz Crystals On-The-Go Sparkly Strawberry

UPC	Product Description
 0 72140 03614 0	Eucerin Advanced Hydration After Sun Lotion 6.8oz
 0 72140 03206 7	Eucerin Sun Advanced Hydration SPF 50 Spray 6oz
 0 72140 03222 7	Eucerin Sun Age Defense SPF 50 Lotion 2.5oz
 0 72140 03609 6	Eucerin Sun Sensitive Tinted Mineral Face SPF 35 Lotion 1.7oz
 0 41167 04365 3	Gold Bond Age Renew Body Lotion 8oz
 0 41167 05352 2	Gold Bond Diabetics Body Lotion 4.5oz
 0 41167 06621 8	Gold Bond Eczema Relief Cream 8oz
 0 41167 06620 1	Gold Bond Healing Hydrating Cream 5.5oz
 6 47865 99550 0	Neuriva Brain Health Plus 30ct
 3 05731 37801 6	Preparation H Suppositories 12ct
 3 05731 37806 1	Preparation H Suppositories 24ct
 3 05731 37800 9	Preparation H Suppositories 48ct
 0 23513 61801 2	Reese's Pinworm Medicine 1oz
 0 23513 61821 0	Reese's Pinworm Medicine 2oz
 0 41167 60203 4	Selsun Blue Itchy Dry Scalp Shampoo 11 fl oz
 0 41167 60632 2	Selsun Blue Medicated Shampoo 11 fl oz
 0 41167 60352 9	Selsun Blue Moisturizing Shampoo 11 fl oz
 8 60008 98800 3	SneakPeak Gender Reveal Test
 0 77326 83079 6	Tom's of Maine Antiplaque & Whitening Toothpaste Peppermint 5.5oz
 0 77326 83213 4	Tom's of Maine Botanically Bright Toothpaste Peppermint 4.7oz
 0 35000 96842 5	Tom's of Maine Deodorant Mountain Spring 2.8oz
 0 35000 96838 8	Tom's of Maine Deodorant Wicked Cool 1.6oz
 0 77326 61225 5	Tom's of Maine Deodorant Wild Lavender 2.25oz
 0 35000 99297 0	Tom's of Maine Sensitive + Whitening Toothpaste Soothing Mint 4oz
 3 07660 74565 5	TUMS Assorted Fruit 72ct
 3 07661 36936 2	TUMS Chewy Bites Assorted Berries 32ct
 3 07661 32168 1	TUMS Heartburn Sleep Support 54ct
 3 07667 39287 6	TUMS Smoothies Assorted Fruit 60ct

timely topic


did you know?

EASING *the* TRANSITION




HRG recently surveyed independent pharmacists to understand how they are engaging with pre- and post-op surgery patients.


HERE ARE SOME OF THE FINDINGS:




95%
say they know or wish they knew their surgery patients



More than 9 in 10
interact with surgery patients




Over 70%
say they recommend OTC products to these patients



Most are seeking information, tools, and samples to better serve these patients

As the number of outpatient surgeries increases, and patients/caregivers are left to navigate recovery at home, pharmacies are well-positioned as a vital part of patient recovery.

Read more at bit.ly/EasingTheTransition



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

Jun. Category Spotlight: Medicine Chest

Jul. Category Spotlight: Trends & Self Care

Aug. Category Spotlight: Cold, Flu & Pain Relief



JUNE IS NATIONAL MEN'S HEALTH MONTH

This health month raises awareness of the diseases and illnesses that affect America's men. The goal is to promote healthier lifestyles and implement more effective prevention and treatment options for all men.

HOW TO TALK TO MALE CUSTOMERS ABOUT HEALTH:

✓ Show empathy, not pity

✓ Be direct

✓ Encourage goal setting

CREATE A MEN'S HEALTH ENDCAP WITH THE FOLLOWING PRODUCT TYPES:

- Low-dose aspirin
- Antifungal ointments
- Skin care products with SPF
- Melatonin
- CQ10

- Fish oil
- Prostate health supplements
- Bone supplements
- Vitamins D & C
- Potassium, magnesium, zinc

Visit menshealthmonth.org/logos-posters-flyers for printable items for your store.

may 2023



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



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