

# IN.depth

independent pharmacy publications

Category Spotlight



july 2023

## trends & self care



### EASY ORDER GUIDE

*scan to order!*

UPC	Product Description
	Biofreeze Cream 4oz
	Biofreeze Fast Dry Foam 3oz
	Biofreeze Gel 3 fl oz
	Biofreeze Patches X-Lg 4ct
	Biofreeze Patches Lg 5ct
	Biofreeze Roll-on 2.5oz
	Biofreeze Spray 3 fl oz
	Biofreeze Overnight Relief Patches 4ct
	Biotrue Hydration Boost for Contacts 10ml
	Biotrue Hydration Boost for Irritated, Dye Eyes 30ct Vials
	Biotrue Hydration Boost for Irritated, Dye Eyes 10ml
	Biotrue Hydration Boost for Irritated, Dye Eyes Cleansing Wipes 30ct
	Cetaphil Daily Facial Cleanser 16oz

UPC	Product Description
	Cetaphil Moisturizing Lotion 16oz
	Eucerin Sun Age Defense SPF 50 Lotion 2.5oz
	Eucerin Sun Advanced Hydration SPF 50 Spray 6oz
	No Rinse Foaming Body Wash 8 fl oz
	No Rinse Foaming Body Wash Refill 16 fl oz
	Pantene Daily Moisture Renewal Conditioner 10.4 fl oz
	Pantene Daily Moisture Renewal Shampoo 12 fl oz
	Pantene Smooth and Sleek Conditioner 10.4 fl oz
	Pantene Smooth and Sleek Shampoo 12 fl oz
	Pantene Volume and Body Conditioner 10.4 fl oz
	Pantene Volume and Body Shampoo 12 fl oz
	Senokot Kids Laxative Gummies 40ct

# CleanLife™ No Rinse® Foaming Body Wash PERFECT FOR YOUR INDEPENDENT PHARMACY

EFFECTIVE, HOSPITAL-QUALITY  
PERSONAL HYGIENE FROM HEAD TO TOE

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CAREGIVER  
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**NO WATER NEEDED:** Perfect  
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a tub or shower

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to leave skin  
refreshed



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Refill

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8oz

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No Rinse® Foaming Body Wash 8 fl oz  
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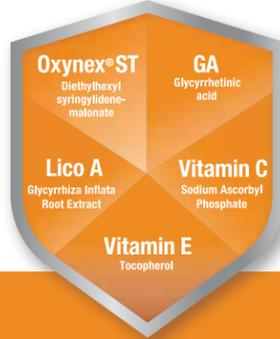




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UVA/UVB sunscreen plus an Advanced Antioxidant Complex, 5 AOX Shield™, that goes beyond neutralizing to also guard from free radicals and helps support skin health



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UPC: 072140032067



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

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

Use and reapply as directed

# There's a NEW Kid in Town



## Dietary Supplement Laxative\* Gummies Sweet Relief for Little Ones, Ages 2+ Years

Safe, gentle, effective overnight<sup>†</sup> relief from occasional constipation.\*

Formulated with Natural ingredients, and:

- ✓ No Artificial Colors or Sweeteners
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- ✓ Gluten Free
- ✓ NO PEG
- ✓ No Gelatin
- ✓ No Parabens
- ✓ No Dairy
- ✓ Vegetarian



UPC: 3-67618-335-40-6



<sup>†</sup>When taken at bedtime

\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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YOU DO YOU

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RECOMMENDED  
— FOR SENSITIVE SKIN —

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Deep cleans and effectively removes makeup, excess oils, and impurities.

Daily Facial Cleanser  
16 oz 302993927341



Delivers continuous hydration for up to 48 hours.

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WITH 2X NUTRIENTS<sup>+</sup>

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PARABENS  
COLORANTS  
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# STOCK NEW PANTENE®

PANTENE.COM

\*contains no ethanol +ANTIOXIDANT NUTRIENTS VS. 2021 BASE PANTENE FORMULA

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# Naturally Inspired Hydration for Dry Eyes and Contacts



Up to 8 hours  
of moisture for  
dry contacts\*

3-10119-02249-8

\*Based on a laboratory study.



Instant moisture for  
dry eyes in an  
earth-conscious bottle

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Instant moisture for  
dry eyes in convenient  
single-use vials

3-10119-02297-9



Eyelid care for  
dry eyes

3-10119-02301-3

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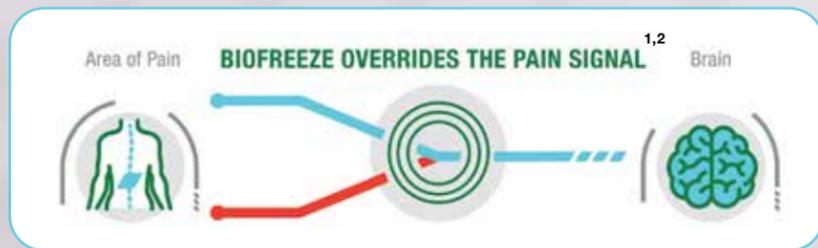
# BIOFREEZE®

COOL THE PAIN

**FAST ACTING,<sup>†</sup> POWERFUL PAIN RELIEF**



UPC: 73112400006  
Use as directed.



- ➔ Targeted Pain Relief
- ➔ Non-systemic
- ➔ Contains no NSAIDs
- ➔ Use up to 3-4 times daily

## A Format for Every Patient Need

Roll-on	Gel	360 Spray	Cream
 Mess-free roller application	 Massage onto larger areas	 For hard-to-reach areas	 Non-greasy formula with natural moisturizers
Large Patch	Extra Large Patch	Overnight Patch	Foam
 Effective relief and superior comfort	 Includes: 2 extra-large & 2 long patches	 Designed to stay on overnight	 Fast drying, lightweight

BIOFREEZE.COM

BIOFREEZE® is a registered trademark of the Reckitt Group of Companies.

<sup>†</sup>Applies to Roll-on, Gel, 360 Spray, Cream and Foam. 1.Melzack, R, Wall, P. Pain Mechanisms: A New Theory. Science, Vol. 150, 1965, 971-979. 2.Page, P, Alexander, L. The clinical effectiveness of Biofreeze topical analgesic on musculoskeletal pain: a systemic review. J Perform Health Res. 2017, 1:1-0.

GET ITEM CODES:



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Biofreeze® Roll-on 2.5oz  
Biofreeze® Spray 3 fl oz

NEVER OUTS®

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timely topic

did you know?

## Back-to-Well



This August, create a back-to-school display that focuses on student health and wellness with products you already have in your store!

### Some ideas to get you started

Facial tissues	Hand sanitizer	Disinfecting wipes
Lice prevention	Allergy medication	Humidifiers
Orthopedic braces	External analgesics	Hot & cold treatments

Remember to incorporate signage to draw parents to your display.

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

- Aug. Category Spotlight: Cold, Flu & Pain Relief
- Sep. Category Spotlight: Chronic Conditions
- Oct. Product Sampler



## National Immunization Awareness Month

This annual observance highlights the importance of vaccination for people of all ages.

USE THESE RESOURCES to assist you in communicating about vaccinations during August and throughout the year:

What Vaccines do You need?

**ADULT VACCINE ASSESSMENT TOOL**

**VACCINES AND PREGNANCY TIPS**

**VACCINE INFO FOR PEOPLE WITH DIABETES**

**CHILDHOOD VACCINES INFOGRAPHIC POSTER**

**IMMUNIZATION SCHEDULES**

**SCAN FOR RESOURCES**

URL: [CDC.GOV/VACCINES/EVENTS](https://www.cdc.gov/vaccines/events)



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