

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

IN.depth

independent pharmacy publications

Category Spotlight  august 2023



**cold, flu &
pain relief**

Shoppers Prefer Vitamins Department for Immunity Products

This shift in purchasing habits occurred as customers started taking daily preventive measures during the heart of the COVID-19 pandemic.

Vitamins/Supplements Category

(Key Form = Gummies)

Growing % of Immunity Sales*

2019 = **58%** → 2023 = **73%**

Stocking Benefits:



- ✓ Larger count sizes for daily use
- ✓ Vitamin C and zinc varieties to fit multiple needs
- ✓ Usually sold with promo for even more savings
- ✓ Larger variety of private label and broadline products

Cold & Allergy Category

(Key Form = Effervescent)

Declining % of Immunity Sales*

2019 = **42%** → 2023 = **27%**

Stocking Benefits:



- ✓ Extra strength products used at first sign of illness
- ✓ Additional ingredients for sleep, cough, or sore throat
- ✓ Price points are higher for immunity products
- ✓ Specialty products such as Black Elderberry

*Immunity Product Manufacturer

EASY ORDER GUIDE

scan to order!

UPC	Product Description
	ACE WRST BRC SPLNT ADJ
	ACE ANKL BRC STBL ADJ
	ACE BACK BRC ADJ
	ACE KNEE SUP NEOP ADJ
	ACE POSTURE SUP ADJ
	ACE TNS ELBW SUP ADJ
	ACE ARCH SUP ADJ
	ANBESOL ORL PN GEL MAX .33oz
	ANBESOL ORL PN LIQ MAX .41oz
	BREATHE RIGHT STRP X/C 26ct
	BREATHE RIGHT STRP X/TAN 26ct
	BREATHE RIGHT STRP CLR LRG 30ct
	BREATHE RIGHT STRP LAVENDR 26ct
	BREATHE RIGHT STRP TAN LRG 30ct
	DIMETAPP CGH/CLD D/N 4oz x2

UPC	Product Description
	DIMETAPP CLD/ALRG GRP 4oz
	DIMETAPP CLD/CGH GRP 4oz
	DIMETAPP M/S CLD/FLU GRP 4oz
	DIMETAPP CLD/CONG NT GRP 4oz
	DR JH MCLEAN VOLCANC OIL 4oz
	DRISTAN NASAL SPR 12HR .5oz
	FATHER JOHNS MEDICINE 8oz
	META MCL FBR+VIT GMY 72ct
	META MCL FBR GMY 72ct
	META MCL KID FBR GMY 72ct
	ORACOAT XYMLT D/MOUTH MNT 40ct
	ORACOAT XYMLT D/MOUTH SWT 40ct
	PEPTO KID GUMMY 24ct
	PEPTO PM GUMMY 24ct
	PETERSONS HEM OINT 3oz

UPC	Product Description
	PROTEIN 29 HAIR GROOM LIQ 4oz
	REESE PINWORM MEDICINE 1oz
	REESE PINWORM MEDICINE 2oz
	RICOLA T/DRP BAG BRY/MDLY 19ct
	RICOLA T/DRP BAG BRY/MDLY 45ct
	RICOLA T/DRP BAG CHERRY 19ct
	RICOLA T/DRP BAG CHERRY 45ct
	RICOLA T/BALM CARAMEL 34ct
	SMBCS IMMN GMY 60ct
	SMBCS KID IMMN GMY 60ct
	THUM LIQ .2oz
	WILDROOT HAIR GROOM LIQ 8oz
	YAGER'S LINIMENT 4oz



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*Among 2021 new items; IRI MUL0 L52 Weeks Ending 3/20/22



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1oz UPC: 0-23513-61801-2



Reese's Pinworm Medicine 1oz

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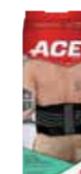
Reversible Splint Wrist Brace



UPC 051131198357

Ergonomic design lets fingers move naturally

Adjustable Back Brace



UPC 051131208100

Offers customizable levels of compression

Ankle Brace with Side Stabilizers



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Strapping mechanism allows for full adjustment around ankle and under heel for a personalized fit

Posture Corrector



UPC 051131221864

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Tennis Elbow Support



UPC 051131198043

Use when support is needed for daily activities

Adjustable Knee Brace



UPC 051131198159

Flexible contoured design allows full range of motion

Find the 25+ Top Patient FAQs here:
<https://bit.ly/30Uw45L>



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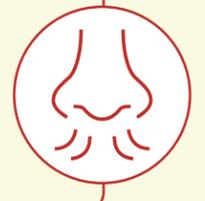


RELIEVES:

Sinus congestion & pressure

Nasal congestion due to colds & allergies

Swelling of nasal passages



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Product	UPC	Description
Father John's Medicine 8oz	011169049083	Relieves coughs due to colds and minor throat irritations
Wildroot Hair Groom 8oz	011169718804	Keeps hair in place so it looks handsome and natural
Protein 29 Hair Tonic 4oz	011169422565	Makes hair easy to style and keep in place
Dr. J.H. McLean's Volcanic Oil 4oz	011169040240	Provides quick relief for arthritis, minor muscular strains, bruises, and aches
Thum .20oz	011169100012	Helps break the habit of thumb sucking and nail biting
Peterson's Hemorrhoidal Ointment 3oz	011169128641	Promotes healing of cut, cracked, and irritated skin and external piles
Yager's Liniment 4oz	011169000046	General purpose liniment for home and farm use

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- Diabetes medications •Oxygen therapy (COPD)
- Radiation and chemotherapy •Parkinson's
- Lupus or Sjogren's •CPAP machine use

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^Lasts several hours during the day and up to 8 hours while sleeping *AxAOC 5/20/2023



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Same Reliability!



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New Online Portal Includes

- ✓ Access to monthly and seasonal endcap planograms
- ✓ Channel category ranking report
- ✓ Space-to-Sales calculator to evaluate item sales against devoted space in each department

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- ✓ free sample offers
- ✓ pharmacy tools
- ✓ short surveys
- ✓ product information

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add PharmacyCommunications@hamacher.com to your safe sender or contact list

Gmail users

click and drag one of our emails from the Promotions tab to your Primary tab so future emails will land in your Primary inbox

Watch for emails from HRG Pharmacy Focus!



timely topic

THE COLLEGE TRANSITION



Going off to college comes with a lot of responsibilities, including managing one's own healthcare.

KNOWLEDGE GAPS STUDENTS MAY HAVE

- How health insurance works
- How to fill (and refill) a prescription
- Understanding copays
- Basic medicine cabinet items

Fill these gaps by offering "Off to College" bundles and/or a flyer highlighting different OTC products and what they treat.

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

- Sep. Category Spotlight: Chronic Conditions
- Oct. Product Sampler
- Nov. Category Spotlight: Wellness & Self Care

did you know?

SEPTEMBER IS

PAIN AWARENESS MONTH

Here's How Your Pharmacy Can Participate:

- 1 Reach out to manufacturers for free samples of pain-relieving treatments like topicals, oils, or creams that you can share with patients
- 2 Run discounts on OTC pain items throughout the month
- 3 Collaborate with groups such as the Arthritis Foundation & the International Pain Foundation
- 4 Promote pain awareness month on social media platforms
- 5 Create an endcap with internal and external pain relief products with special signage
- 6 Sponsor or lead an educational session at your pharmacy, or offsite at your local hospital, community center, or library

Build trusting relationships by counseling patients on proper pain management.



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august 2023