

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

IN.depth

independent pharmacy publications

Product Sampler  october 2023



**FREE
SAMPLES!**

**Product Offers
from 5 Brands**



FREE Samples from 5 Brands!

Sign up now - some quantities are limited

Reply by
**Nov 14,
2023**

Request Online

Scan QR Code 

or

Visit hamacher.com/indie-pharmacy-retailers

Or

Fax Back this Form

Clearly **write** your contact information below and fax this page to:

414-355-1032

Or

Email this Form

Clearly **write** your contact information below, scan this page and email it to:

IN.depth@hamacher.com

Your sample box will arrive in 4-6 weeks (only one offer request per pharmacy).

*Required

Pharmacy Name* _____ Your Name* _____

Pharmacy Street Address* _____

City* _____ State* _____ ZIP* _____

Phone #* _____ Fax #* _____

Pharmacy Email* _____ NCPDP # _____

Please note: HRG shares your pharmacy name, address, and phone number with the manufacturers who participated in this issue of *IN.depth Product Sampler* to help support your business and create the connection between you and the participating brands.

HRG *IN.depth Product Sampler* will be sent out twice a year. By signing up you will automatically receive free sample boxes biannually. If you do not wish to receive sample boxes automatically, please check box below.

I prefer to only receive this one-time sample box.

Enjoy Your
Free Samples!

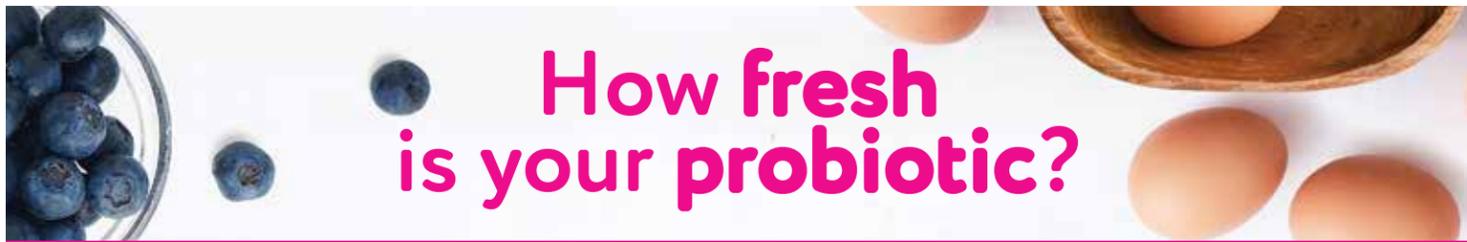
For Questions: call 414-355-1330 or email IN.depth@hamacher.com

EASY ORDER GUIDE

scan to order! 

UPC	Product Description
 8 50018 80537 7	CofixRX Nasal Solution Povidone Iodine 1ct
 8 50018 80538 4	CofixRX Nasal Solution 12pk
 8 50029 86316 8	CofixRX Nasal/Throat Combo
 8 50029 86305 2	CofixRX Povidone Iodine Throat Cleanser 28ml
 8 50029 86307 6	CofixRX Throat Spray 12pk
 0 72140 01187 1	Eucerin Eczema Relief Body Cream 8oz
 0 72140 02603 5	Eucerin Eczema Relief Cream & Body Wash 13.5 fl oz
 7 39423 44048 2	Florajen Digestion Probiotic 30ct

UPC	Product Description
 7 39423 88048 6	Florajen Kid's Probiotic 30ct
 7 39423 77078 7	Florajen Women's Probiotic 30ct
 8 89476 51300 5	Lipo Flavonoid Advanced Balance Support 30ct
 8 89476 51303 6	Lipo Flavonoid Advanced Hearing Support 30ct
 8 89476 53031 6	Lipo Flavonoid Proactive Daily Ear Health 30ct
 8 89476 51100 1	Lipo Flavonoid Reducing Ear Ringing 30ct
 0 39278 04131 6	Prince of Peace Ginger Chews Plus Lemon 3oz
 0 39278 04130 9	Prince of Peace Ginger Chews Plus Original 3oz



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†Data on file.

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Florajen® Kid's Probiotic 30ct
Florajen® Women's Probiotic 30ct
Lipo Flavonoid® Reducing Ear Ringing 100ct



Lipo Flavonoid® Advanced Balance Support 30ct



1 – Florajen Coupon Tearpad



1 – CofixRX Nasal Solution .34 fl oz; 1 – CofixRX Throat Cleanse Spray 28ml

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october 2023

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The **FIRST** comfortable, convenient antiseptic cleansing kit for allergy, sinus, dry nose & CPAP symptom relief.



#1 NOTABLE PRODUCT 2023*

dsn DRUG STORE NEWS
HAMACHER RESOURCE GROUP

*As chosen by HRG and featured in DSN

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Anatomically Designed
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Soft & Flexible
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Eczema Relief Cream & Body Wash 13.5 fl oz
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Plus+

ENHANCED WITH AN EXTRA BOOST OF CONCENTRATED GINGER EXTRACT

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- ✓ All-Natural
- ✓ Vegan
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*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.

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1 – Prince of Peace Ginger Chews Plus+ Lemon 3oz

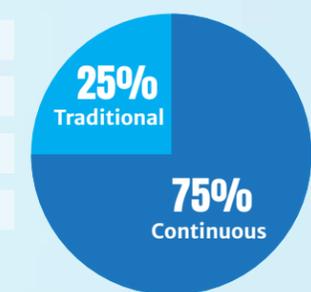
Diabetes Management Trajectory

- ✓ **8th** leading cause of death¹
- ✓ About **1.4 million** new cases of diabetes were diagnosed in 2019¹
- ✓ **11%** of population has diabetes¹

Blood Glucose Monitor Types²

Patient Payment Types²

TRENDS



Encourage smoking cessation, a healthy diet, exercise, and regular doctor visits.

1. Centers for Disease Control and Prevention – National and State Diabetes Trends <https://www.cdc.gov/diabetes/library/reports/reportcard/national-state-diabetes-trends.html>
2. LifeScan Shopper research, Incidence study (500 PWDs); Throughline, Q4 2021

Increase Front-End Profits With a Virtual 360° Store Assessment

Our HRG retail experts will:

1. Review store images to assess customer experience
2. Identify opportunities to attract new customers
3. Provide actions to boost front-end sales and profitability



Real Results

“After implementing the recommendations...our front-end sales doubled in the last quarter!”

-Debbie Pelischek, manager
HFM Pharmacy & HFM Family Health Shoppe

YOU'LL RECEIVE AN ACTION PLAN TO:

- ✓ increase traffic
- ✓ grow sales
- ✓ excel above your competition



Contact Holly at holly_ockelmann@hamacher.com | More information at hamacher.com/360-assessments

Benchmark™ Performance Analysis

INCREASE FRONT-END PROFITS IN JUST 1 HOUR EACH MONTH!

HRG's Benchmark™ contains the data* pharmacies need to pinpoint areas where small changes can make a big impact.



HRG HAMACHER RESOURCE GROUP

BENCHMARK™ PERFORMANCE ANALYSIS



Quick View

Store-level view reveals which categories are over- or under-achieving and where there are missed sales opportunities.



Quick Impact

Focus 5 Report identifies the top five HBW departments and where to focus first to make the biggest impact.



Department Detail Report

Highlights departments where changes will continue to improve your bottom line.



Item Detail Report

Shows item-level details to help adjust product assortment to achieve profit goals.

*Based on national averages as well as specific to the store

Scan to see Sell Sheet



bit.ly/3LqXvUY

Contact your wholesaler for Benchmark access or contact HRG directly: holly_ockelmann@hamacher.com



timely topic

did you know?



Held on the last Saturday of November, Small Business Saturday was launched by American Express, which estimates that for every dollar spent at a small business, an average of \$0.68 stays in the local economy.

HOW TO CELEBRATE:

- Promote on your social media accounts
- Extend your hours
- Hold a contest
- Hang signs
- Create Rx bag stuffers
- Offer a discount
- Bring in a temporary selection of gift items

ADD YOUR PHARMACY TO THE “SHOP SMALL” MAP SO SHOPPERS CAN FIND YOUR STORE:

www.americanexpress.com/en-US/business/merchant/public-profile/verify

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

- Nov. Category Spotlight: Wellness & Self Care
- Dec. Category Spotlight: Essentials for Health
- Jan. Category Spotlight: Medicine Chest

Private Label Sales are Up



THE PANDEMIC FUELED CONSUMER DEMAND FOR PRIVATE LABEL PRODUCTS.

89% of consumers now trust private brands just as much or more than national brands¹

Shopping private labels saves consumers an average of 28-33%²

Private Label share is increasing the most in these 5 categories:

Family Planning

Baby Care

Eye & Ear Care

Foot Care

Skin Care

Stock private label items in addition to branded items to help build store loyalty.

1. www.daymon.com/wp-content/uploads/2022/05/THE-FINAL-2022-Private-Brand-Intelligence-Report.pdf
2. www.pbahealth.com/elements/your-private-label



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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 IN.store™ program. Never Outs® are part of HRG's IN.store™ program. They are the top-selling items within a subcategory, and should always be on a retailer's shelves, regardless of department size.

HRG



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