

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

IN.depth

independent pharmacy publications

Category Spotlight



december 2023

essentials for health



Wellness in the New Year

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



076314608638

076314608607

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

EmergenC.com

*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.

Product Description	Old UPC	NEW UPC
IMMUNE+ TA POWDER Super Orange 50CT	885898000444	885898333467
IMMUNE+ TA POWDER Super Orange 30CT	885898000420	885898330251
IMMUNE+ TA POWDER Super Orange 10CT	885898000413	885898330336
IMMUNE+ TA POWDER Raspberry 30CT	885898000321	885898330244
IMMUNE+ TA POWDER Raspberry 10CT	885898000307	885898330329
IMMUNE+ TA POWDER Elderberry 18CT	885898390781	885898321976
IMMUNE+ TA POWDER Elderberry 9CT	885898601252	885898322713
IMMUNE+ TA GUMMY Super Orange 45CT	885898100458	885898321457
IMMUNE+ TA GUMMY Super Orange 21CT	885898311687	885898321464
IMMUNE+ TA GUMMY Raspberry 45CT	885898100472	885898321990
IMMUNE+ TA GUMMY Elderberry 36CT	885898601153	885898321983

HELPS SUPPORT GOOD
DIGESTIVE HEALTH.*

POWDER



886790017622

*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.

Benefiber.com

WON'T CAUSE
EXCESS GAS*



300680418301



300680420175

*Based on laboratory testing. Individual results may vary. **Excludes wafer products.

Citrucel.com

Use as directed.

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*Claims based on traditional homeopathic practice, not accepted medical evidence. Not FDA evaluated. **Nielsen L52 W/E 09/09/2023

Situations Shaping Eye & Ear Care

Allergic Conjunctivitis (AC)

- Affects up to 30% of the population¹
- Symptoms: dry, itchy, weepy, and irritated eyes
- Peaks in spring but present year round, due in part to work-at-home culture

Hearing Device Usage

- Devices include headphones, ear buds, or AirPods
- Associated issues: Hearing loss, ear aches, infections, tinnitus, and/or ear wax
- Saline, glycerin, baby oil, and peroxide are active ingredients in many ear drops and help treat and prevent associated issues²

OTC Hearing Aids

- Close to 30 million U.S. adults have some degree of hearing loss³
- Less expensive alternative to medically prescribed hearing aids
- New set of customers that also need to purchase batteries and cleaning supplies

**Stock products that address
common eye and ear concerns.**

1) U.S. Pharmacist – Red, Itchy Eyes? Could It Be Allergies? <https://www.uspharmacist.com/article/red-itchy-eyes-could-it-be-allergies> 2) Allergy & ENT Associates – How to Properly Clean Your Ears & the Importance of It. <https://www.aentassociates.com> 3) U.S. Food & Drug Administration – OTC Hearing Aids: What You Should Know <https://www.fda.gov/medical-devices/hearing-aids/otc-hearing-aids-what-you-should-know>



Dear Pharmacist,

Phenylephrine (PE) Regulatory Developments

There has been significant press recently regarding regulatory developments of cold & allergy products containing phenylephrine (PE). PE is an active ingredient in many cold & allergy products and any changes in their monograph may impact your front-of-store.

Background

There is a pending regulatory development that would impact the over-the-counter drug industry in the future. The FDA held a public meeting regarding oral pill form phenylephrine (PE). After reviewing evidence, the Nonprescription Drugs Advisory Committee (NDAC) voted that phenylephrine, when taken at approved monograph doses, lacks proper effectiveness to provide relief of nasal congestion symptoms such as hay fever and the common cold.

This is an excerpt from a press release dated September 12, 2023, by the Consumer Healthcare Products Association (CHPA), which responded to this issue:

"The regulations for phenylephrine (PE) remain unchanged, and there is no change in the availability of products containing PE on store shelves. The NDAC vote was a non-binding suggestion for the FDA to consider. Consumers can maintain their confidence in the fact that these medicines continue to be recognized as safe and effective by FDA."

"We are disappointed by the outcome of today's FDA Advisory Committee meeting because its non-binding recommendation is at odds with the numerous clinical trials and previous regulatory determinations affirming oral PE as a safe and effective decongestant at its labeled dose," said CHPA President and CEO Scott Melville. "As stated in the FDA briefing document and highlighted by the committee chair, FDA has not identified any safety issues with orally administered PE. The meeting was a scientific review of recent research on PE efficacy."

What happens next?

Following the recommendation of the committee, the FDA will make a regulatory determination regarding PE. The timeline for their decision is unknown as of the writing of this memo.

HRG analysts are following this issue closely and are developing plans for when a determination is made regarding the marketplace status of these products. As this evolves, watch for additional information from HRG to help you manage your front-of-store.

Follow our website for updates as they occur, <https://hamacher.com/category/hamachernews/>

Please feel free to call me with any questions 414.431.4330.

Sincerely,

Colleen Volheim
Category Research & Analysis Manager



timely topic

did you know?

NEW YEAR'S RESOLUTION ENDCAP

Below is an endcap to get your patients excited about wellness in the new year

Essential Oils

Vitamins & Supplements

Weight Management

Digestive Health

Smoking Deterrents

Additional Products to Consider

- Scales- For weight and measuring food portions
- Water/Blender bottles
- Oral rehydration therapy products
- Exercise bands
- Journals

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

Jan. Category Spotlight:
Medicine Chest

Feb. Category Spotlight:
Sun, Skin, First Aid

Mar. Category Spotlight:
Seasonal Solutions

JANUARY IS

NATIONAL
**BLOOD
DONOR**
MONTH



Hosting a blood drive is a great way to give back to your community. There is typically no cost for pharmacies, it's simple and safe, and you can help save lives.

Blood donations are needed to meet the needs of accident and burn victims, heart surgery and organ transplant patients, and those receiving treatment for leukemia, cancer, or sickle cell disease.

HERE ARE A FEW TIPS TO GET STARTED:

- Partner with a national or regional blood bank, such as Versiti, Vitalant, or the Red Cross
- If space is a problem, co-host with a clinic, doctor's office, or other wellness practitioner
- Be sure to stock iron supplements for those that need them
- Promote the blood drive with bag stuffers and posters

Download social media
and newsletter content

americasblood.org/events/national-blood-donor-month



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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.



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HRG

Thank You,
PHARMACISTS

From the HRG team

HRG HAMACHER
RESOURCE
GROUP

WISHING ALL OF YOU
A HAPPY NATIONAL
PHARMACIST'S DAY
ON JANUARY 12.

EASY ORDER GUIDE

scan to order!

UPC	Product Description
0 72140 63608 1	Aquaphor Advanced Therapy 14oz Jar
8 86790 01762 2	Benefiber Powder 33 Servings
3 00680 41830 1	Citrucel Orange 30oz
3 00680 42017 5	Citrucel Sugar Free Orange 16.9oz
0 30772 05715 5	Crest Kid's Advanced 4.2oz
0 76314 60863 8	Emergen-C Crystals On-The-Go Orange Vitality
8 85898 32198 3	Emergen-C Immune+ TA Gummy Elderberry 36ct
8 85898 32197 6	Emergen-C Immune+ TA Powder Elderberry 18ct
8 85898 32271 3	Emergen-C Immune+ TA Powder Elderberry 9ct
8 85898 32199 0	Emergen-C Immune+ TA Gummy Raspberry 45ct
8 85898 32146 4	Emergen-C Immune+ TA Gummy Super Orange 21ct
8 85898 32145 7	Emergen-C Immune+ TA Gummy Super Orange 45ct

UPC	Product Description
8 85898 33032 9	Emergen-C Immune+ TA Powder Raspberry 10ct
8 85898 33024 4	Emergen-C Immune+ TA Powder Raspberry 30ct
8 85898 33033 6	Emergen-C Immune+ TA Powder Super Orange 10ct
8 85898 33025 1	Emergen-C Immune+ TA Powder Super Orange 30ct
8 85898 33346 7	Emergen-C Immune+ TA Powder Super Orange 50ct
0 76314 60860 7	Emergen-C Kidz Crystals Sparkling Strawberry
0 72140 63482 7	Eucerin Advanced Repair Lotion 16.9 fl oz
0 30772 05768 1	Fixodent Professional 1.8oz
3 54973 30751 3	Hyland's Naturals Kids Cold & Cough Daytime 4 fl oz
3 54973 33751 0	Hyland's Naturals Kids Cold & Cough Nighttime 4 fl oz
3 54973 40561 5	Hyland's Naturals Kids Cough & Mucus Daytime 4 fl oz
3 54973 40571 4	Hyland's Naturals Kids Cough & Mucus Nighttime 4 fl oz