

# IN.depth

INDEPENDENT PHARMACY COMMUNICATIONS

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

Presorted  
Standard  
U.S. Postage  
**PAID**  
UMS

## IN.d PRODUCT SAMPLER



october 2020



**FREE SAMPLES!**  
Product Offers from 8 Brands



## FREE Samples from 8 Brands!

*Sign up now – some quantities are limited*

### Request Your Free Samples

Reply by **November 12, 2020**, and your sample box will arrive in 4-6 weeks (only one offer request per pharmacy).

Request Online		Fax Back this Form		Email this Form
Scan QR Code		Clearly <b>write</b> your contact information below and <b>fax</b> this page to:		Clearly <b>write</b> your contact information below, <b>scan</b> this page and <b>email</b> it to:
or				
Visit <a href="http://hamacher.com/indie-pharmacy-retailers">hamacher.com/indie-pharmacy-retailers</a>		<b>414-355-1032</b>		<b><a href="mailto:in.depth@hamacher.com">in.depth@hamacher.com</a></b>

All info is required

Pharmacy Name \_\_\_\_\_ Your Name \_\_\_\_\_

Pharmacy Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Pharmacy Email \_\_\_\_\_

*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!

The brands featured in *IN.depth Product Sampler* understand the value independent pharmacies bring to their communities and the vast potential by investing in you and your pharmacy. This unique program offers:

- ✓ Education about new and innovative products
- ✓ The opportunity to test products yourself before recommending to your customers
- ✓ Increased engagement with your front-end customers when you share the samples
- ✓ Increased communication between your store and the manufacturers

Your feedback on the samples is always appreciated; please send your observations to [IN.depth@hamacher.com](mailto:IN.depth@hamacher.com).

**For Questions:**  
call **414-355-1330** or email **[IN.depth@hamacher.com](mailto:IN.depth@hamacher.com)**

**New**

**Convenient On-the-go Relief**

**ORAL 7**  
boost the benefits of your saliva  
Xylitol



- CDU (6 pack) 10855859007062
- ✓ Dry Mouth Relief
  - ✓ Helps Freshen Breath
  - ✓ No Sugar, No Saccharin

CDU (12 pack) 855859007089

**REAL DRY MOUTH RELIEF**  
Your favorite Oral 7® formula NOW AVAILABLE IN GUM & SPRAY!



**Active ENZYMES**  
WITH  
found in healthy saliva



2.5oz 855859007003    17oz 855859007027    8.5oz 855859007010    1.6oz 855859007034

- 1 Cleanse**  
*Oral 7® Moisturizing Toothpaste*  
  - ✓ Helps clean away the bacteria associated with bad breath, sore gums, cavities & plaque
  - ✓ No harsh drying or foaming detergent (SLS)
- 2 Balance**  
*Oral 7® Moisturizing Mouthwash*  
  - ✓ Aids in the removal of unwanted pathogens
  - ✓ No alcohol – gentle flavor
- 3 Moisturize**  
*Oral 7® Moisturizing Mouth Gel*  
  - ✓ Soothes and protects the mouth from irritation
  - ✓ Prolongs moisturizing experience
  - ✓ Suitable for denture wearers

**Offer patients a complete Dry Mouth solution that rehydrates and soothes. SPEAK TO YOUR WHOLESALER TO ORDER NOW!**

**833-672-5787    www.oral7us.com    info.oral7us.com**

1 – Oral 7® Moisturizing Mouth Gel 10ml

**Cetaphil** #1 DERMATOLOGIST RECOMMENDED FACIAL SKINCARE BRAND

Trust your customers' sensitive skin to the **#1 AND #2 BEST-SELLING FACIAL CLEANSERS IN AMERICA**

Recommended by dermatologists for over 70 years



Order Cetaphil® products from your preferred drug wholesaler. | [Cetaphil.com](http://Cetaphil.com)    16 oz. UPC 302993921165    16 oz. UPC 302993927167

1 – Cetaphil® Extra Gentle Daily Scrub .33 fl oz



To those of you who supported our Independent Pharmacy Research Study by completing our pharmacist survey –

*Our thanks!*



We will be publishing the report in **December**. Watch for an announcement or check our website: [hamacher.com/research-reports](http://hamacher.com/research-reports)

# More Soothing. Less Coughing.

**Stock + recommend to your customers!**

Made from the finest ingredients, Jakemans Throat & Chest lozenges are specially created to give soothing relief from throat and chest discomfort.



[jakemans.us](http://jakemans.us)  
JAKEMANS  
THROAT  
& CHEST

**CHERRY UPCs:**  
Bags (30 count): 0895164 002607  
Cases (12 bags): 0895164 002614  
Box (24 ct): 0895164 002041  
Box Case (24 boxes): 0895164 002058

**HONEY LEMON UPCs:**  
Bags (30 count): 0895164 002584  
Cases (12 bags): 0895164 002591  
Box (24 ct): 0895164 002072  
Box Case (24 boxes): 0895164 002089

**PEPPERMINT UPCs:**  
Bags (30 count): 0811721 020013  
Cases (12 bags): 0811721 020020  
Box (24 ct): 0811721 020051  
Box Case (24 boxes): 0811721 020075

**ANISE UPCs:**  
Bags (30 count): 0895164 002560  
Cases (12 bags): 0895164 002577  
Box (24 ct): 0895164 002010  
Box Case (24 boxes): 0895164 002027

**Order from your Wholesaler Today!**

1 – Jakemans® Throat & Chest Lozenges 30ct

NEW  
TECHNOLOGY

**THERA°PEARL**  
A NEW DEGREE OF RELIEF®

**HOT+COLD**  
REUSABLE PACK

PEARLS CHANGE COLOR WHEN:  
HOT AMBIENT COLD



**Provide patients with a drug-free way  
to relieve pain and inflammation.**

Our pearls are our trademark. Look for the distinctive, ornamental appearance of our pearls as a sign of our quality. TheraPearl, LLC claims and/or reserves all rights in the ornamental appearance of its products as Product Configuration. THERAPEARL, and any other marks used or displayed, are the trademarks of TheraPearl, LLC. ©2020 TheraPearl, LLC. All rights reserved.

To order, contact your wholesaler  
or reach us at [www.therapearl.com](http://www.therapearl.com)  
for more information.

Thera°Pearl Sports Pack  
850803002004

Thera°Pearl Sports Pack  
with Strap  
850803002189

Thera°Pearl Ankle/Wrist  
with Strap  
850803002523

Thera°Pearl Back Wrap  
with Strap  
850803002080

Thera°Pearl Knee Wrap  
850803002349

Thera°Pearl Shoulder Wrap  
850803002370

1 – Thera°Pearl® Sample Pack

# MEDERMA®

Mederma® Scar Treatments are clinically shown  
to visibly reduce the appearance of scars.<sup>1</sup>

**Shelf Ready and/or Peg**

**Mederma Advanced Scar Gel** 3-02590-30320-3

For old and new scars caused by acne, burns, injury, and surgery

**Mederma For Kids Scar Treatment** 3-02590-30921-2

Easy-to-use gel goes on purple and rubs in clear, with a kid-friendly scent

**Mederma Scar Cream SPF +30** 3-02593-19282-8

Helps protect scars from further sun damage and darkening

**Mederma Quick Dry Oil** 1-86295-00026-7

Complex blend of oils to nourish and moisturize



**– ORDER AND RECOMMEND MEDERMA® –**

**THE #1 RECOMMENDED BRAND** OF SCAR REDUCTION TREATMENT AMONG DOCTORS,  
PHARMACISTS, DERMATOLOGISTS, PEDIATRICIANS, AND PLASTIC SURGEONS<sup>2</sup>

1. Data on file 2. IOVIA ProVoice Survey, February 2020

[www.mederma.com](http://www.mederma.com)

# Compeed®

ADVANCED BLISTER CARE

**Superior to Ordinary Bandages!**

- 10X more pain relief<sup>1</sup>
- 20% faster healing<sup>1</sup>
- Customer average rating of **4.6** out of 5 stars<sup>2</sup>



**Clamshell/Peg**

Mixed 10ct 8-10000-31998-5

Medium 10ct 8-10000-31999-2

Sports Medium 8ct 8-10000-31804-9

**Shelf Ready**

Mixed 12ct 8-10000-31800-1

Medium 12ct 8-10000-31801-8

Sports Mixed 9ct 8-10000-31802-5

**– CONTACT YOUR WHOLESALER TO ORDER COMPEED® TODAY! –**

[www.compeedusa.com](http://www.compeedusa.com)

1. Data on file +based on 21,169 reviews; Pinchme feedback survey data from consumers who received a free sample, Nov. 2019

**HRA**Pharma

© HRA Pharma 2020 | All rights reserved | [www.hra-pharma.com](http://www.hra-pharma.com)

IN.d  
PS

october 2020

1 – Compeed® Packet



Mederma® Advanced Scar Gel

october 2020

IN.d  
PS



**Recommend  
Dual Calcium +  
Vitamin D to help  
patients fight bone  
loss, leg cramps,  
and osteoporosis.**

- Small, coated, and easy to swallow
- Crushable for children and the elderly
- Gluten-free, sugar-free, non-GMO
- Suitable for patients with lactose intolerance and milk allergy

UPC 371269003102

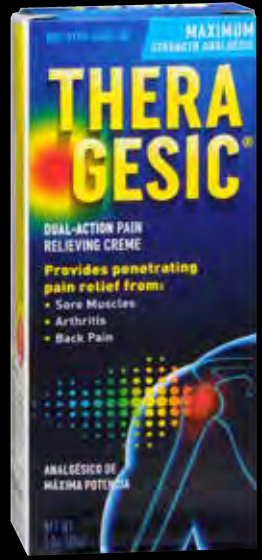
**Order Calcet® Petites today!**

[mainpointepharmaceuticals.com/calcet-petites](http://mainpointepharmaceuticals.com/calcet-petites)

# THERA-GESIC®

**MAXIMUM-STRENGTH, DUAL-ACTION  
TOPICAL ANALGESIC CREAM**

Vertical packaging increases sales per linear inch by over 50%!



UPC 3oz 371269005038  
UPC 5oz 371269005052

Provides quick, penetrating relief from:

- Arthritis
- Sore Muscles
- Backaches
- Joint Pain

**OFFER PATIENTS AN AFFORDABLE  
TOPICAL ANALGESIC BRAND.**

[thera-gesic.com](http://thera-gesic.com)

# FOSFREE®

**HELPS STOP LEG CRAMPS\***



- **Balanced calcium-to-phosphorus ratio**
- **Vitamin D3 supports calcium absorption**
- **Phosphorus-free triple calcium source**



UPC 371269002129

**RECOMMEND FOSFREE®  
TO HIGH-PERFORMANCE  
ATHLETES AND PATIENTS  
EXPERIENCING LEG CRAMPS.\***

[mainpointepharmaceuticals.com/fosfree](http://mainpointepharmaceuticals.com/fosfree)

**SLO-NIACIN®**  
DIETARY SUPPLEMENT

A cholesterol therapy supplement,  
*without statin side effects*

*Not all Niacins are alike*

- HDL** Clinically proven to help support good cholesterol (HDL) levels\*
- Gradually delivers nicotinic acid into the body to help reduce the likelihood of flushing
- 3 strengths available supporting individual patient needs

*Stock & sell SLO-NIACIN®  
in your supplements aisle.*

[slo-niacin.com](http://slo-niacin.com)

**NEXAFED®...a safer & better  
meth abuse PSE option.**

UPC 348964112248

- » Maximum strength, non-drowsy
- » Bioequivalent to Sudafed®
- » Congestion relief in 20-30 minutes

Sudafed® is a registered trademark of Johnson & Johnson

**Back in stock in all wholesalers,  
ready for immediate shipping.**

[nexafed.com](http://nexafed.com)

**DIAPER RASH OINTMENT**  
Goes on like a cream...  
Protects sensitive bottoms like an ointment

- Effectively treats and prevents diaper rash
- Fast-acting premium ingredients

**Dr. Smith's UPC Numbers:**

Dr. Smith's Diaper Rash Ointment (2 oz.) UPC 371269006028	Dr. Smith's On-the-Go Spray <b>NEW UPC 371269007032</b>
Dr. Smith's Diaper Rash Ointment (3 oz.) UPC 371269006035	Dr. Smith's Diaper Rash Ointment (8 oz.) UPC 371269006080

**Keep precious little ones diaper rash free.**

[drsmiths.com](http://drsmiths.com)

# SOOTHE AND HELP PROTECT

## Healing Ointment

- Formulated with **petrolatum**, **hyaluronic acid** and **ceramides** to provide extra hydration and replenish the skin's barrier
- Helps protect and relieve chafed, chapped or cracked skin
- The silky, lightweight formulation is free of lanolin, fragrance and preservatives

## Itch Relief Moisturizing Lotion

- Temporarily **relieves itching** associated with minor skin irritations, dry skin, insect bites and sunburn

### In a clinical study



**CeraVe**  
DEVELOPED WITH DERMATOLOGISTS

Product	UPC Code
CeraVe Healing Ointment - 12 oz.	3606000537644
CeraVe Healing Ointment - 3 oz.	3606000537484
CeraVe Itch Relief Moisturizing Lotion - 8 oz.	3606000537637

CeraVe LLC, New York, NY 10001

Stock and Recommend CeraVe® Products. Order from Your Wholesaler.

\*From a study of 34 subjects. Individual Results May Vary.



3 ESSENTIAL CERAMIDES TO HELP RESTORE SKIN'S NATURAL BARRIER



10VA, ProVoice Survey, 01-04-2019

1 – CeraVe® Healing Ointment .085oz 15ct Packer

## Introducing Pharmacy eBlasts

a new way to learn about beneficial & profitable front-end products

A few times each month, you may receive an email from HRG sent on behalf of a product manufacturer which will provide you with valuable information, including:

- Pharmacy Tools
- Sample Offers
- Educational Videos
- Customer Resources

Manufacturers who communicate through our eBlasts believe independent stores are a critical component to the communities in which they reside. Clicking the links in the emails will demonstrate your interest and engagement and lead you to even more resources or educational information.

Please add [PharmacyCommunications@hamacher.com](mailto:PharmacyCommunications@hamacher.com) to your safe sender list!



# Sambucol® BLACK ELDERBERRY

Trusted by millions of consumers, developed by scientists, and recommended by experts!

\*\* IRI MULO as of March 22, 2020

## Delicious Immune Support\* for the whole family!

Stock up for FLU season with this proven profit driver.

Description	UPC
Sambucol® Gummies 30ct	896116001228
Sambucol® Gummies 60ct	896116001310
Sambucol® Kids Gummies 30ct	896116001600
Sambucol® Gummies 10ct	896116001242

To place your order, call your wholesaler today!

1-888-871-9098 @sambucol @sambucol @sambucolusa [www.sambucolusa.com](http://www.sambucolusa.com)

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



Sambucol® Gummies 30ct

#1 category<sup>1</sup> | 18.34% of dollar sales<sup>1</sup> | 38.4-46.5% profit margins

**Insight & Action:**

**I:** Cough, cold, flu & sinus, the #1 subcategory, includes the ever-growing segment called cold & flu symptom reducers, which has seen triple-digit sales growth for the past three years.  
**A:** To accommodate these popular product types, increase the space allocated to them accordingly. Also, order cold & flu symptom reducers to stock because there's been shortages of product due to COVID-19.

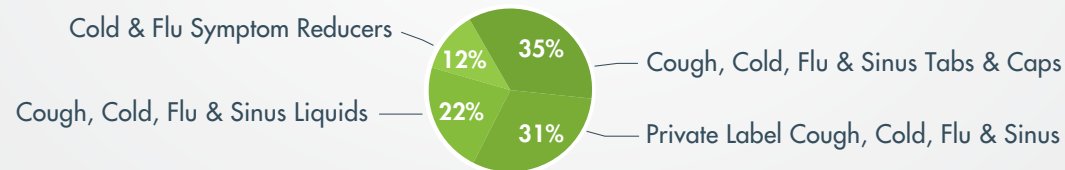
**Insight & Action:**

**I:** Private label items make up the second largest segment.  
**A:** Position them to the right of the national brand they compare to. This will make product and price comparison efficient for shoppers.

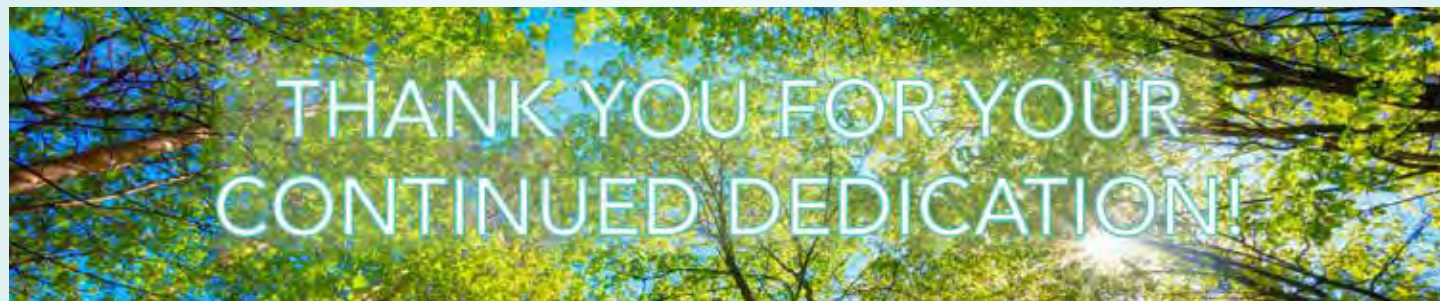
**Takeaway:**

The 2020/2021 cold and flu season is poised to be a strong one. Prepare early by ordering product in a timely manner, setting your department accordingly (leaving additional space for cold & flu symptom reducers), and checking product availability regularly.

**Subcategory Performance<sup>1</sup>**



1. HRG wholesaler withdrawal data, 52 weeks ending 7/31/2020



Your continued service and support of your community, staff, and patients has not gone unnoticed. We greatly appreciate and respect your dedication and willingness to adapt to an ever-changing environment. Thank you from everyone at HRG!

Our thoughts and well wishes extend to you and yours.

As always, we're here to support you.

Sincerely,  
Your trusted partners at HRG



We focus on improving results across the retail supply chain by addressing dynamic needs such as assortment planning and placement, retail execution strategy, fixture coordination, item database management, brand marketing, and analytics.

[www.hamacher.com](http://www.hamacher.com)

timely topic

Tips for Troubling Times



Back in May, *Elements* magazine penned an article called, "How to Recession-Proof Your Independent Pharmacy."

Two tips that we wanted to highlight are:

**1 Connect with current patients**

Proactively reach out to customers, offer incentives, beef up your loyalty program, and develop rewards for "store ambassadors." Why? It costs less to retain current customers than to attract new ones, and ambassadors can help attract new shoppers via word of mouth!

**2 Expand your offerings**

Small business owners can pivot and be flexible. Use this nimbleness to offer new front-end products and specialty services that can create new revenue streams.

These tips were adapted from:

[www.pbahealth.com/how-to-recession-proof-your-independent-pharmacy](http://www.pbahealth.com/how-to-recession-proof-your-independent-pharmacy)

**TAKEAWAY:**

These are challenging times, so "business as usual" is not an option. Seek ways to innovate and reinvigorate to keep patients coming back.

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

**Nov. Category Spotlight: Wellness & Self-care**

Information on products with a specialty focus or for inclusion in upcoming category assortments

**Nov. Natural Spotlight**

Information on products with a specialty focus or for inclusion in upcoming category assortments

**Dec. Category Spotlight: Health Essentials**

Information on products with a specialty focus or for inclusion in upcoming category assortments

did you know?

CROSS MERCHANDISING CAN CREATE ADD-ON SALES



Placing certain items from other categories near your thermometers can result in impulse purchases that increase basket size.



THERMOMETERS

Electrolytes



Reason

Caregivers treating a child with a fever will appreciate having electrolyte replacement products within reach when shopping

Fever Reducers



Reason

Merchandising fever-reducing pain relief products with thermometers will offer an easy add-on sale

Tongue Depressors



Reason

Thermometer shoppers may also have need for this tool to assist in treatment

Adult Oral Rehydration



Reason

Under-the-weather shoppers will appreciate finding this near thermometers to make for a quicker shopping trip

For more educational content, visit: [hamacher.com/resources-for-independent-pharmacy](http://hamacher.com/resources-for-independent-pharmacy)



Join Our Facebook Group: *Independent Pharmacy - Profit in the Front End*  
[facebook.com/groups/independentpharmacy](https://facebook.com/groups/independentpharmacy)

Hamacher Resource Group provides community pharmacies with product information on behalf of manufacturers and does not endorse any specific product or manufacturer. Hamacher makes no representation or warranties, expressed or implied, nor claims responsibility for the results obtained from the use of such information.



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 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.

