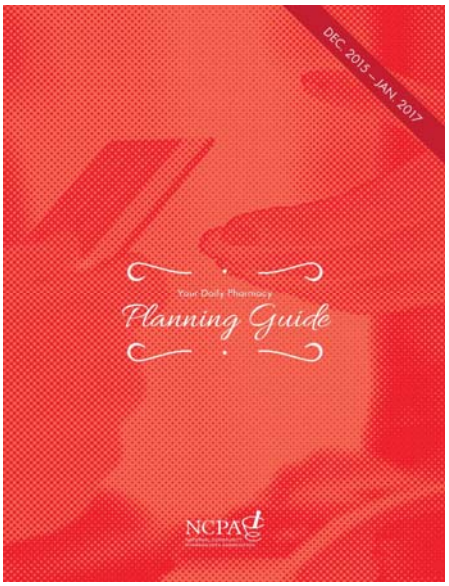
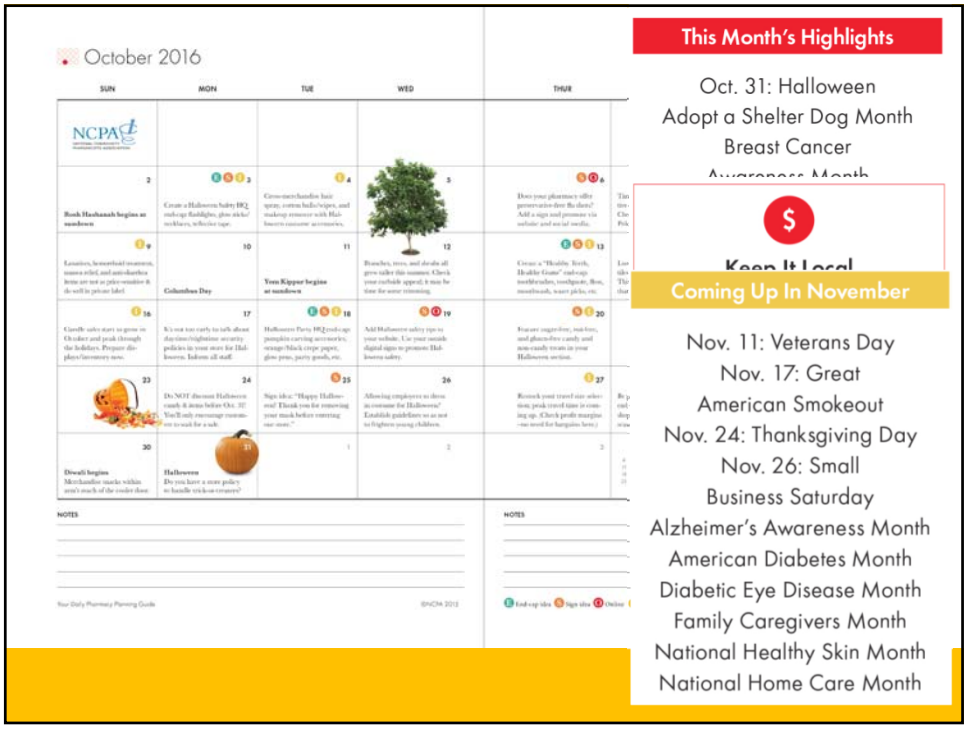
The Seasons of Selling: Merchandising Tools for Winter, Spring, Summer, and Fall



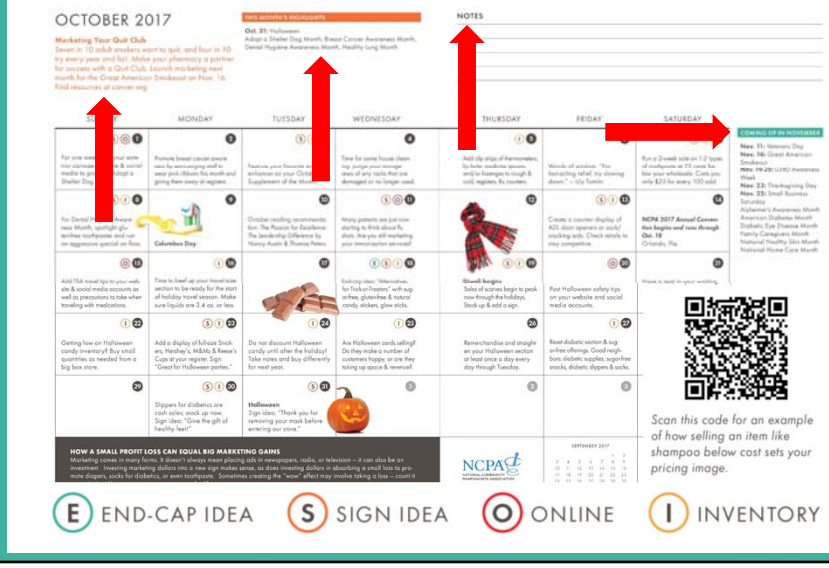
Before we start.

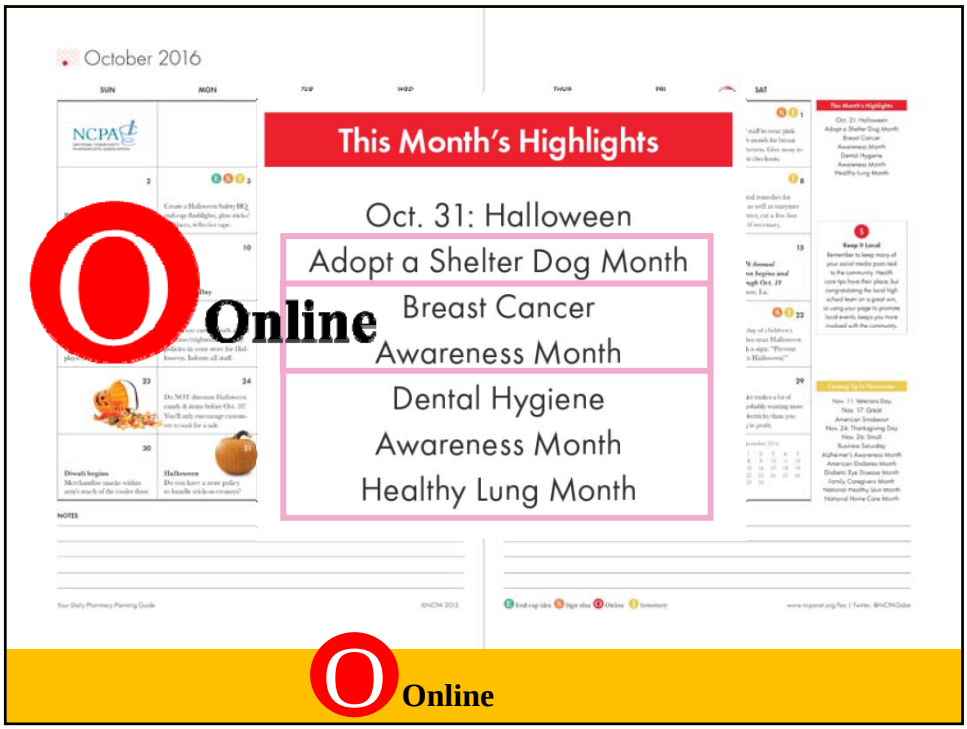
PLANNING GUIDE

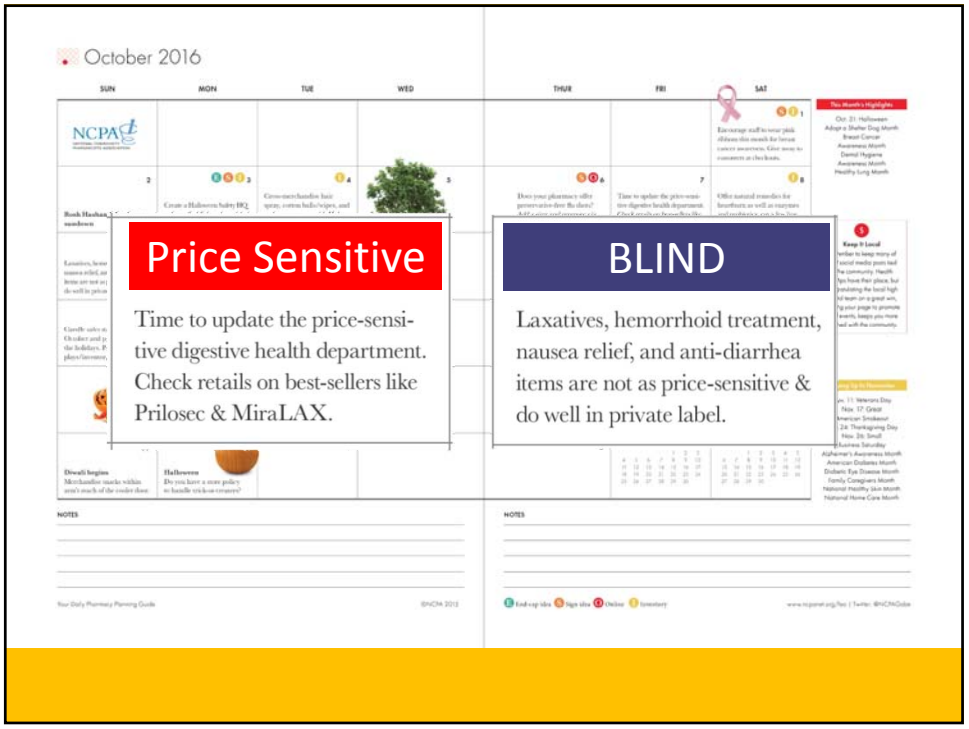

October 2016
This Month's Highlights
Oct. 31: Halloween
Adopt a Shelter Dog Month
Breast Cancer
Coming Up In November
Nov. 11: Veterans Day
Nov. 17: Great
American Smokeout
Nov. 24: Thanksgiving Day
Nov. 26: Small
Business Saturday
Alzheimer's Awareness Month
American Diabetes Month
Diabetic Eye Disease Month
Family Caregivers Month
National Healthy Skin Month
National Home Care Month

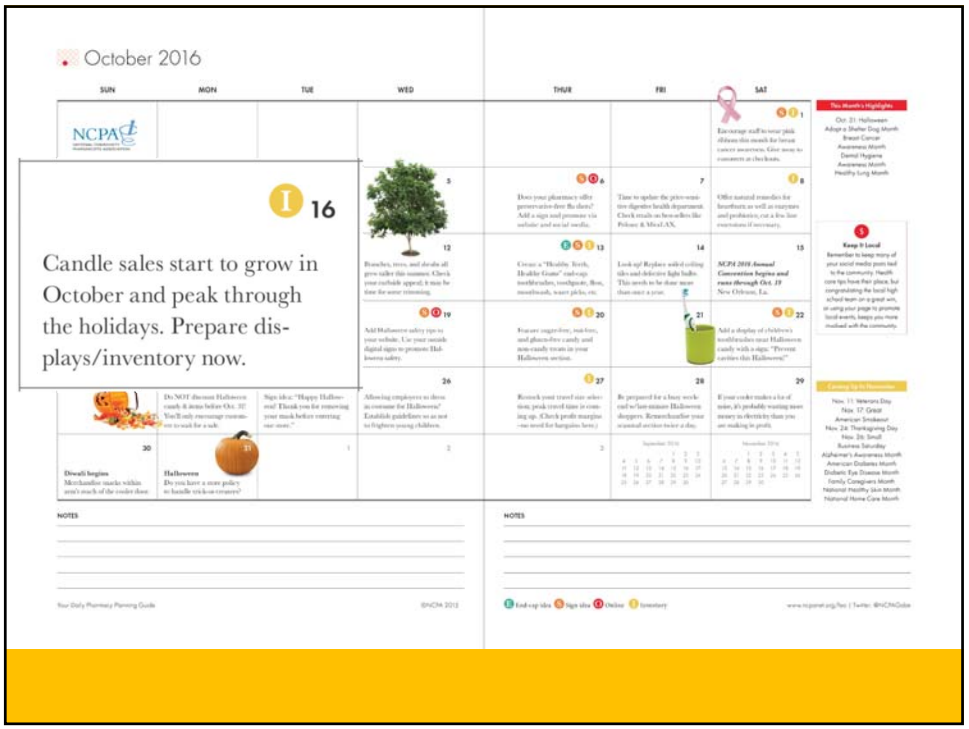
This Month's Highlights
Oct. 31: Halloween
Adopt a Shelter Dog Month
Breast Cancer
Awareness Month
Dental Hygiene
Awareness Month
Healthy Lung Month
Keep It Local
Remember to keep many of your social media posts tied to the community. Health care tips have their place, but congratulating the local high school team on a great win, or using your page to promote local events, keeps you more involved with the community.
Coming Up In November
Nov. 11: Veterans Day
Nov. 17: Great
American Smokeout
Nov. 24: Thanksgiving Day
Nov. 26: Small
Business Saturday
Alzheimer's Awareness Month
American Diabetes Month
Diabetic Eye Disease Month
Family Caregivers Month
National Healthy Skin Month
National Home Care Month

DEC. 2016-JAN. 2018



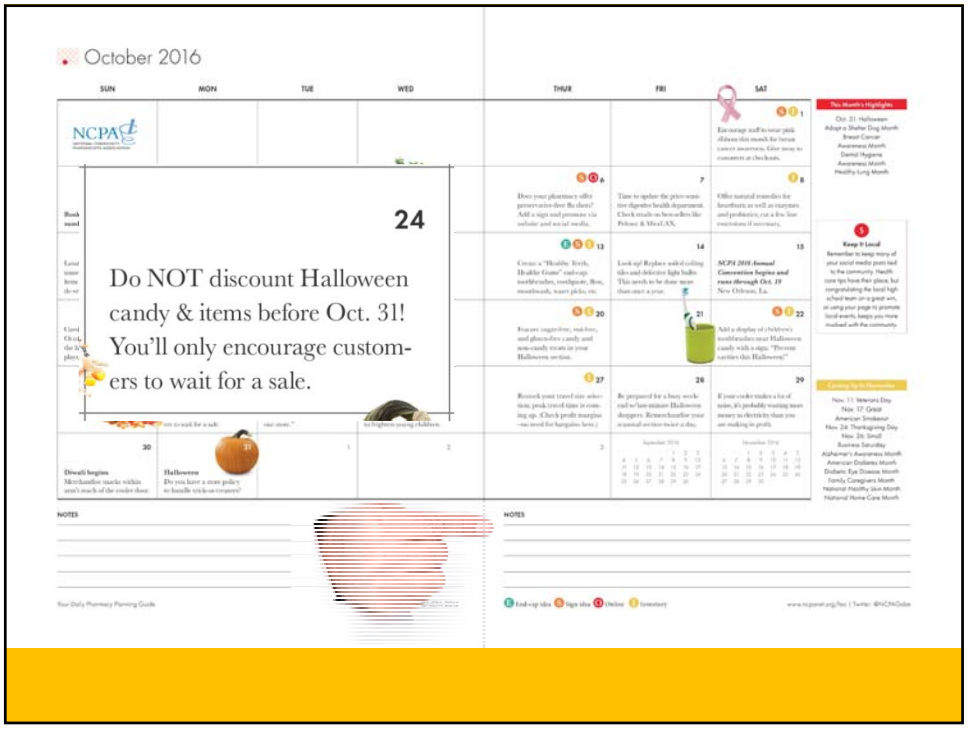


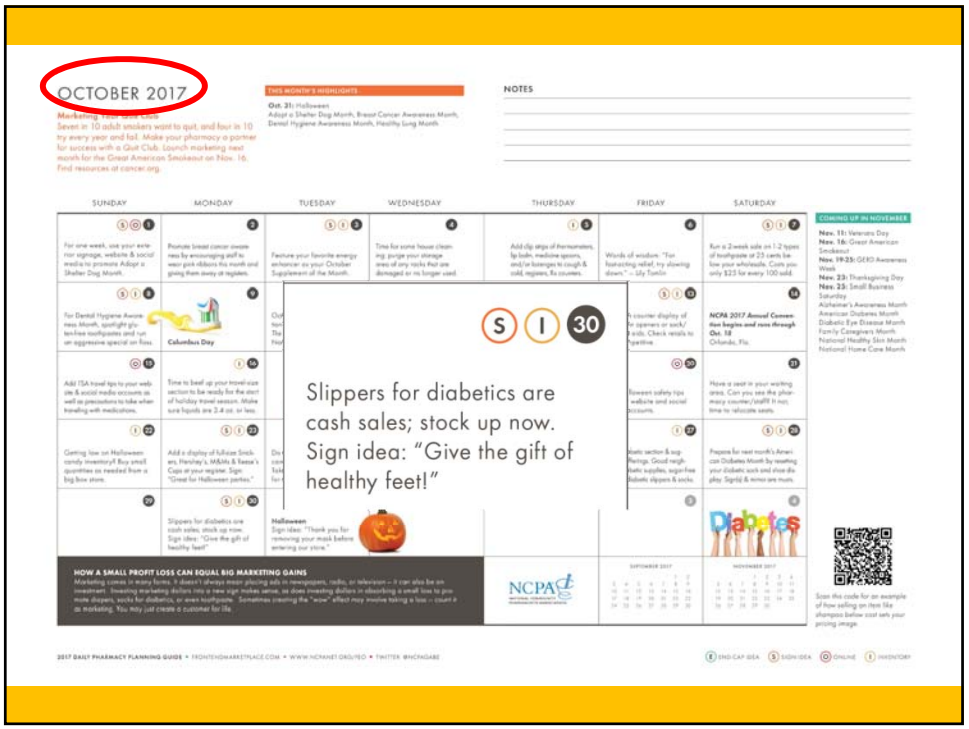

October 2016
Price Sensitive
Time to update the price-sensitive digestive health department. Check retails on best-sellers like Prilosec & MiraLAX.
BLIND
Laxatives, hemorrhoid treatment, nausea relief, and anti-diarrhea items are not as price-sensitive & do well in private label.


October 2016
16
Candle sales start to grow in October and peak through the holidays. Prepare displays/inventory now.

Remerchandising should be your first exit plan

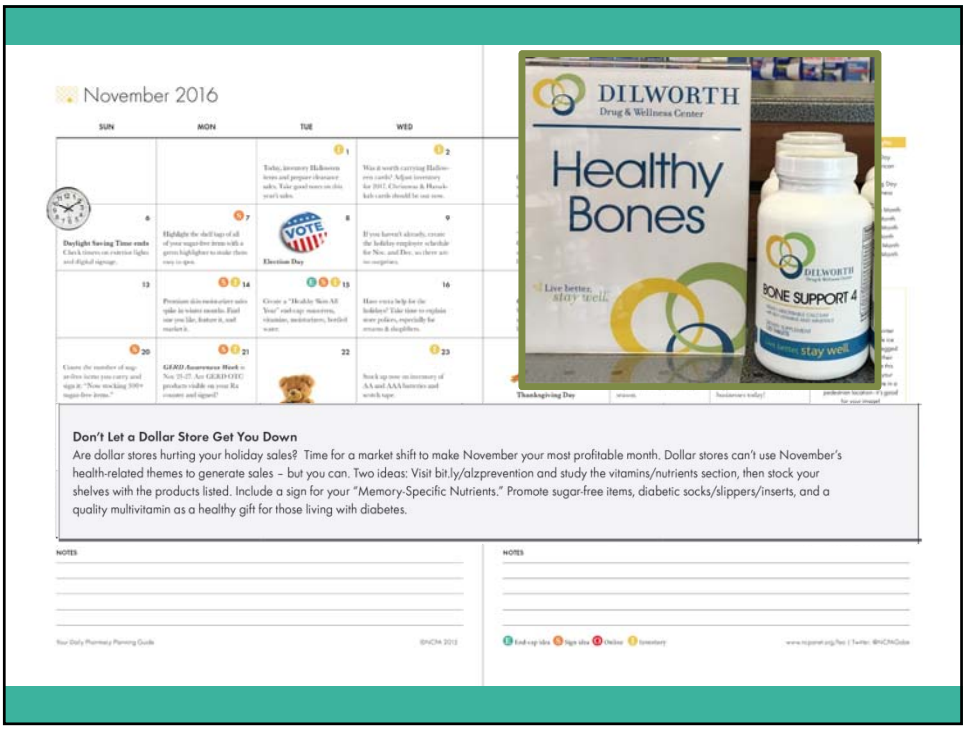
- Count the sale signs
- Check the retail
- Remerchandise
- Relocate Not on end-caps!
- Bundle Buy one get one
- Make notes
- Do the Math!
- Take notes

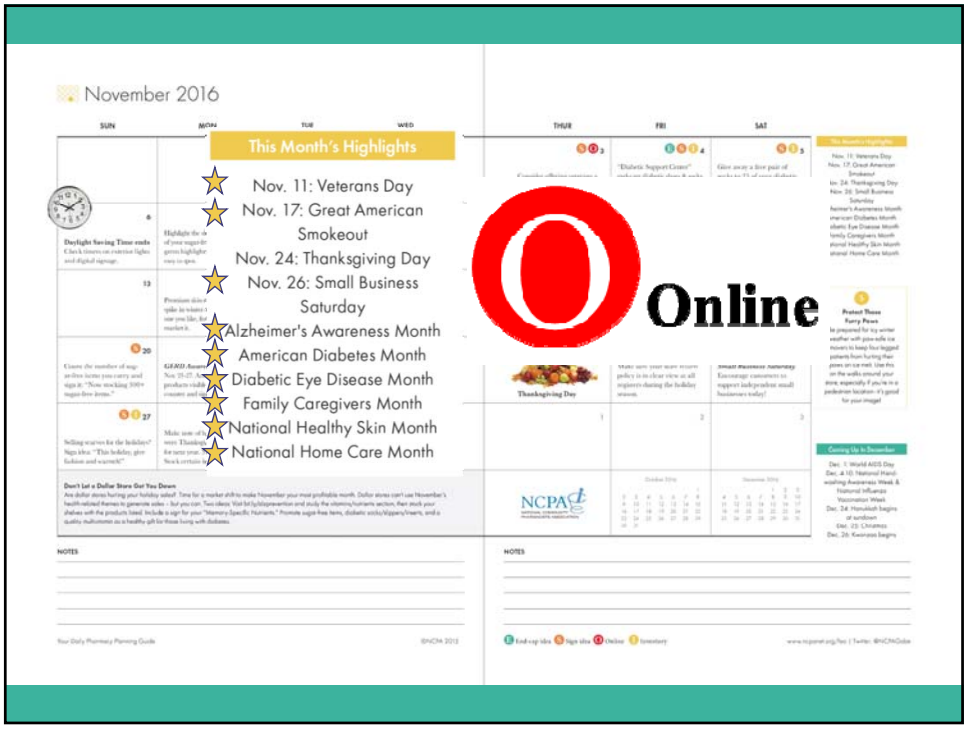

October 2016
24
Do NOT discount Halloween candy & items before Oct. 31! You'll only encourage customers to wait for a sale.

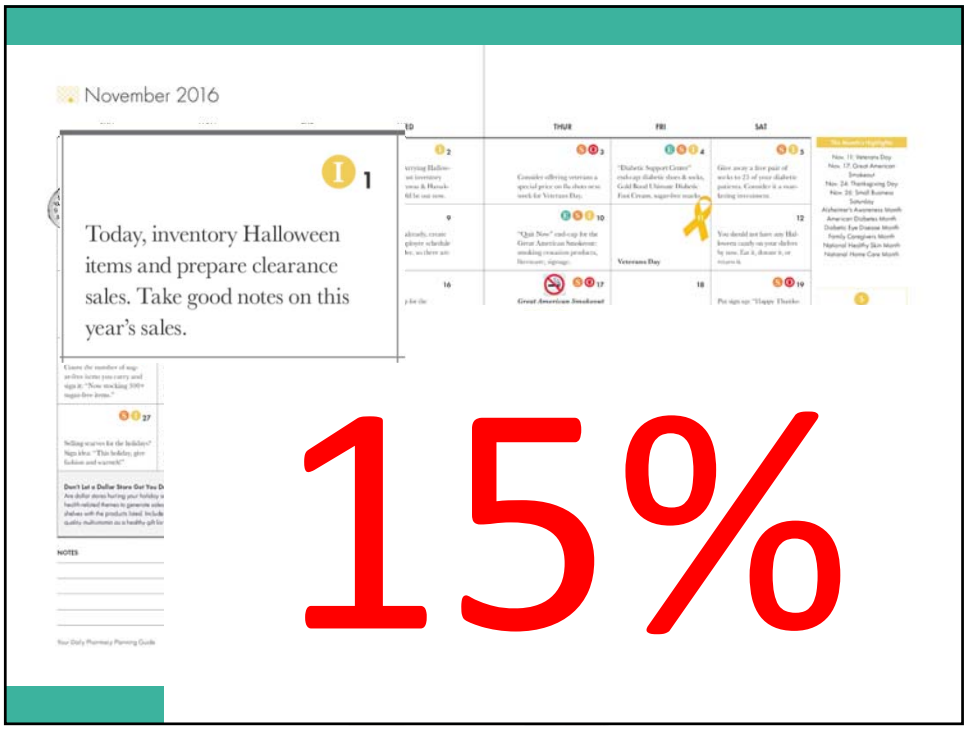

OCTOBER 2017
S I 30
Slippers for diabetics are cash sales; stock up now. Sign idea: "Give the gift of healthy feet!"
HOW A SMALL PROFIT LOSS CAN EQUAL BIG MARKETING GAINS

Start Collecting / Asking!

- Low Dose aspirin
- Vitamin C
- Sugar free chocolate
- Hand lotion
- Moisturizing cream
- Coupon
- One time discount



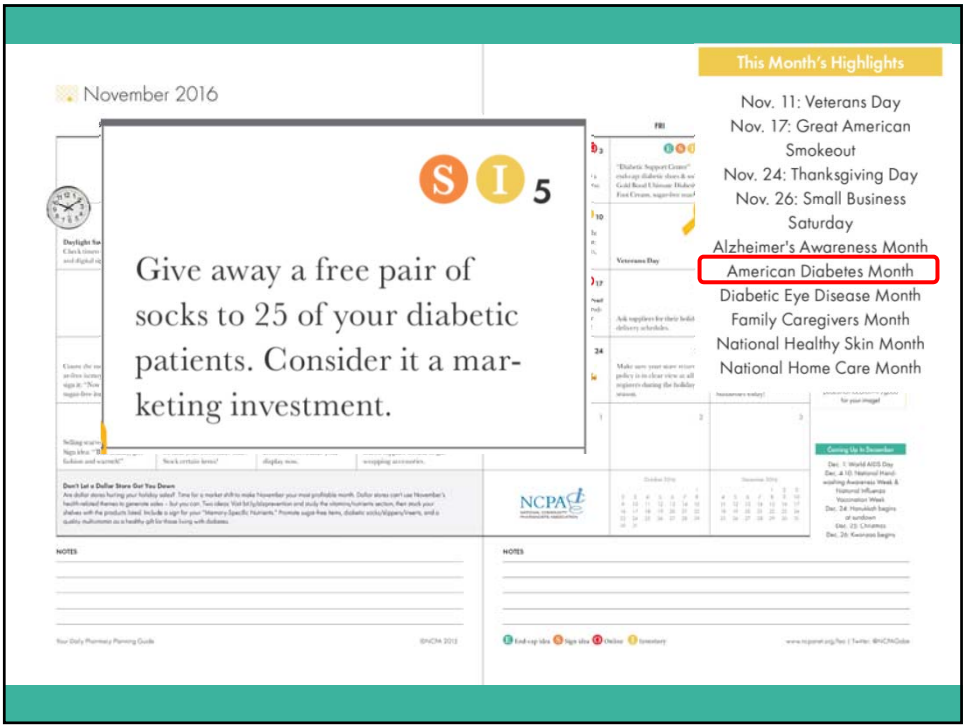

November 2016
This Month's Highlights
Nov. 11: Veterans Day
Nov. 17: Great American Smokeout
Nov. 24: Thanksgiving Day
Nov. 26: Small Business Saturday
Alzheimer's Awareness Month
American Diabetes Month
Diabetic Eye Disease Month
Family Caregivers Month
National Healthy Skin Month
National Home Care Month
Online
NCPA

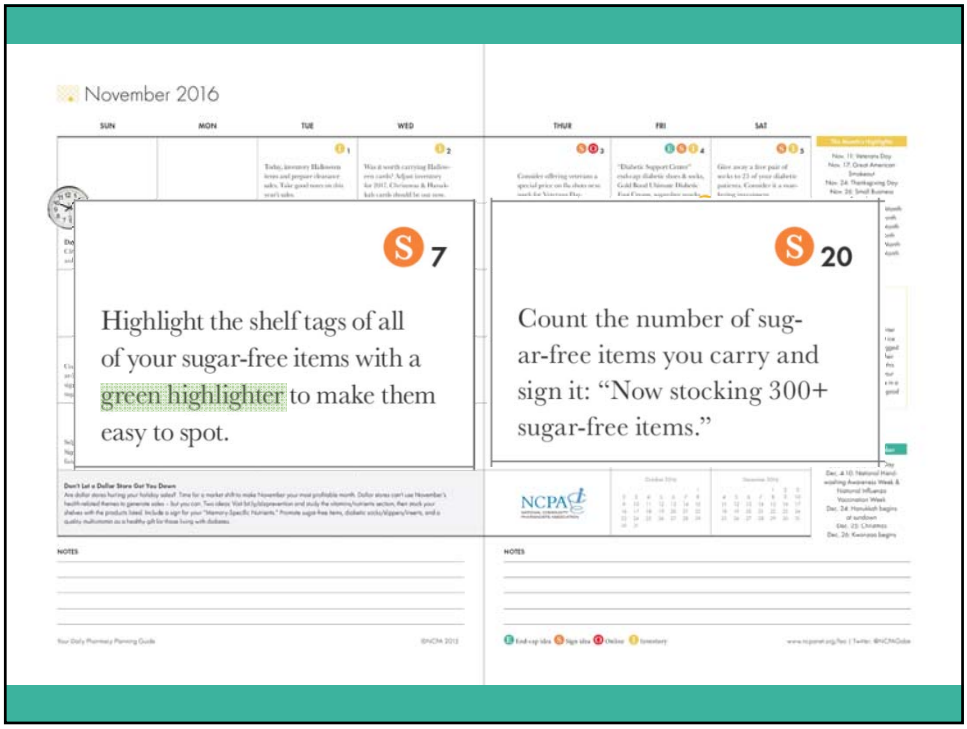

November 2016
1
Today, inventory Halloween items and prepare clearance sales. Take good notes on this year's sales.
15%

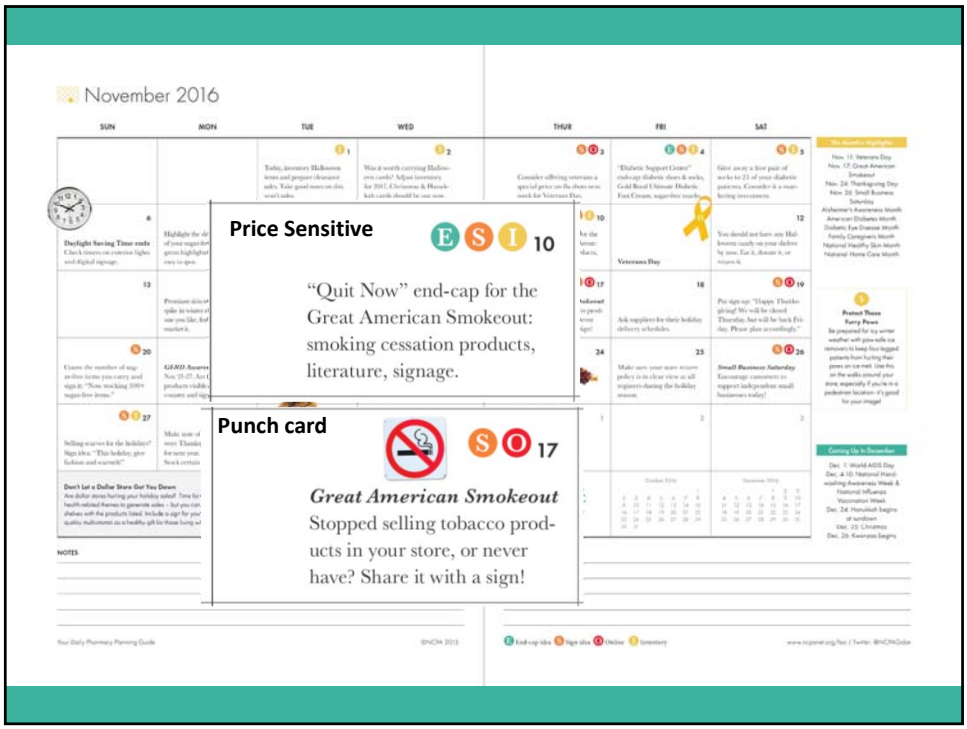
PHARMACY

LADYBUG

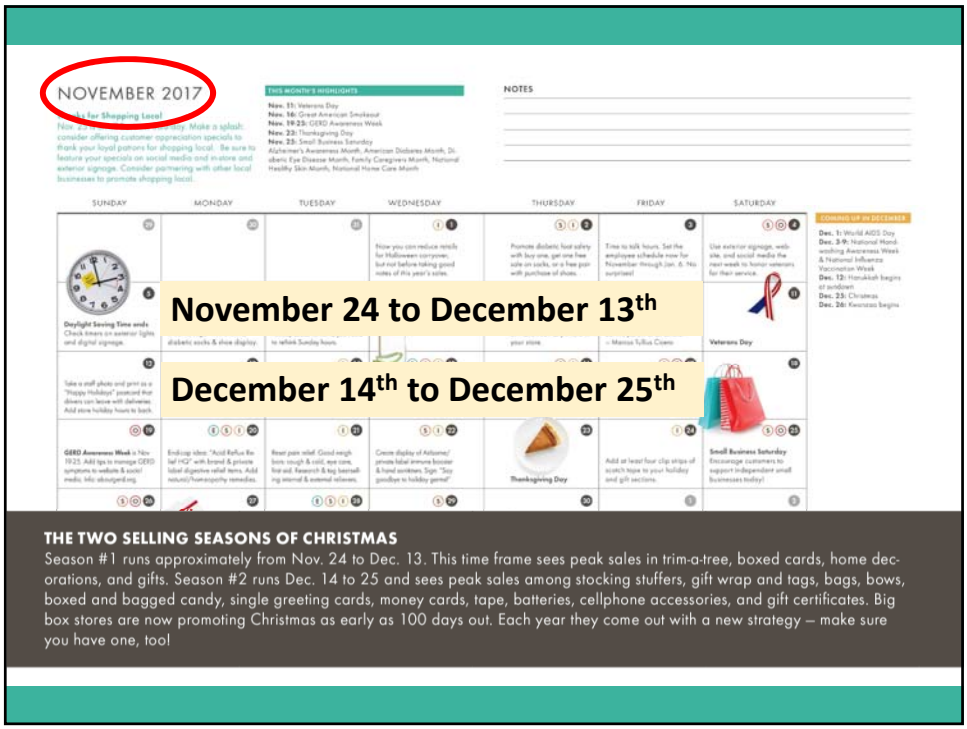
LOVE
DREAM
HUGS
LAUGH


November 2016
S I 5
Give away a free pair of socks to 25 of your diabetic patients. Consider it a marketing investment.
This Month's Highlights
Nov. 11: Veterans Day
Nov. 17: Great American Smokeout
Nov. 24: Thanksgiving Day
Nov. 26: Small Business Saturday
Alzheimer's Awareness Month
American Diabetes Month
Diabetic Eye Disease Month
Family Caregivers Month
National Healthy Skin Month
National Home Care Month
NCPA
NOTES
NOTES

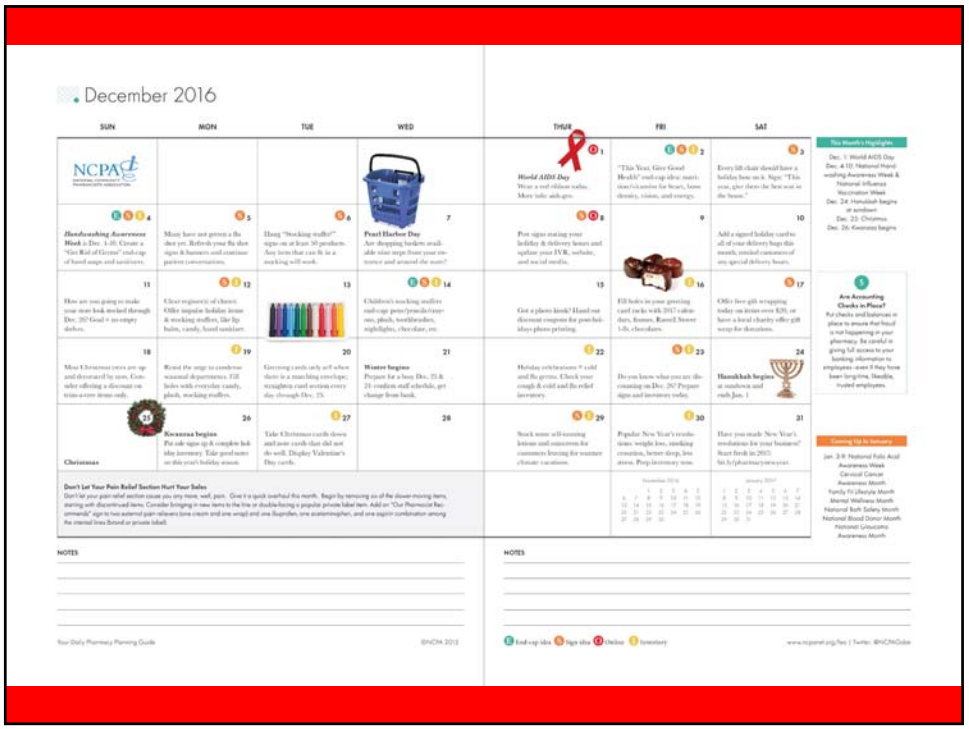

November 2016
S 7
Highlight the shelf tags of all of your sugar-free items with a green highlighter to make them easy to spot.
S 20
Count the number of sug-ar-free items you carry and sign it: "Now stocking 300+ sugar-free items."

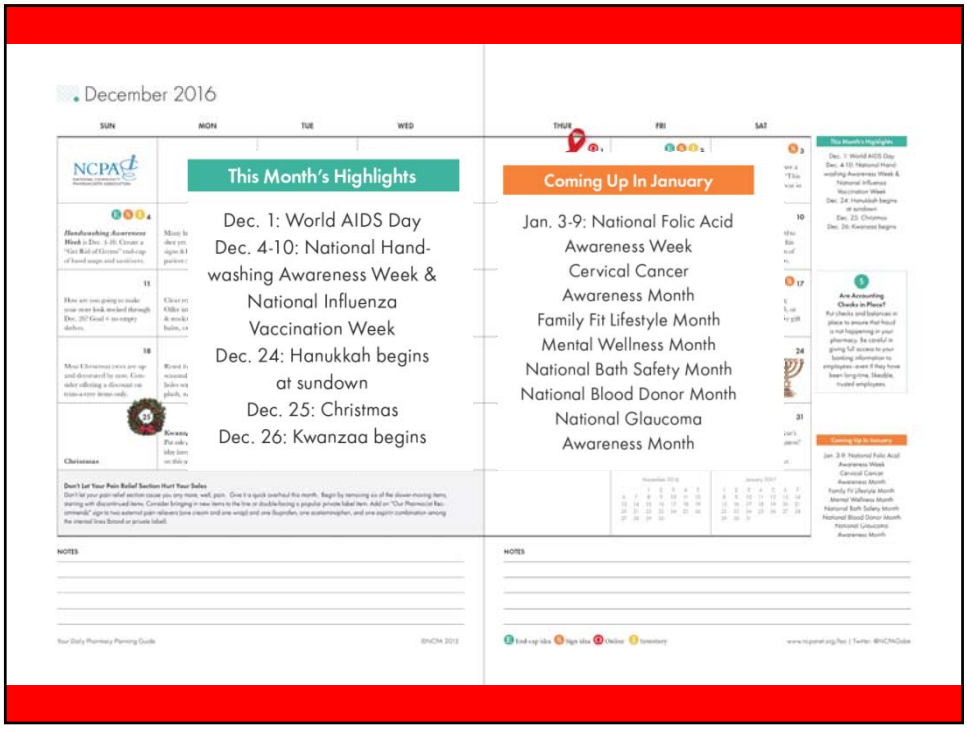

November 2016
Price Sensitive
E S I 10
"Quit Now" end-cap for the Great American Smokeout: smoking cessation products, literature, signage.
Punch card
S O 17
Great American Smokeout
Stopped selling tobacco prod-ucts in your store, or never have? Share it with a sign!

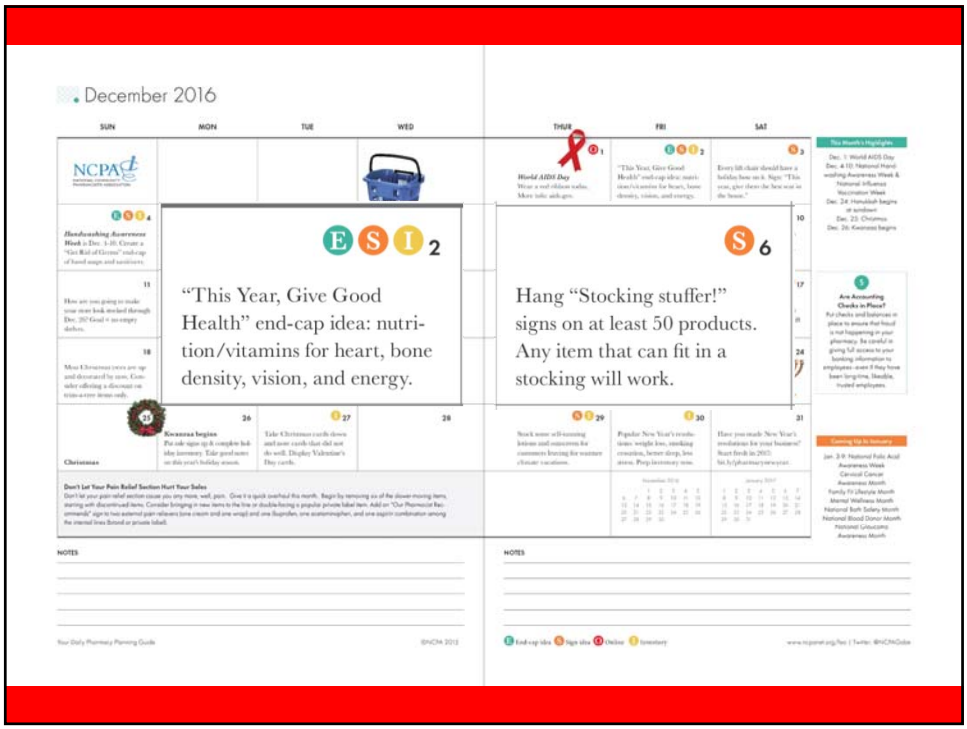
November 2016
200,000
150,000
100,000
50,000
0
Jan
Feb
March
April
May
June
July
Aug
Sept
Oct
Nov
Dec
Peak Season


NOVEMBER 2017
November 24 to December 13th
December 14th to December 25th
THE TWO SELLING SEASONS OF CHRISTMAS
Season #1 runs approximately from Nov. 24 to Dec. 13. This time frame sees peak sales in trim-a-tree, boxed cards, home decorations, and gifts. Season #2 runs Dec. 14 to 25 and sees peak sales among stocking stuffers, gift wrap and tags, bags, bows, boxed and bagged candy, single greeting cards, money cards, tape, batteries, cellphone accessories, and gift certificates. Big box stores are now promoting Christmas as early as 100 days out. Each year they come out with a new strategy – make sure you have one, tool

2
1


December 2016
SUN
MON
TUE
WED
THUR
FRI
SAT
NOTES
NOTES


December 2016
SUN
MON
TUE
WED
THUR
FRI
SAT
This Month's Highlights
Dec. 1: World AIDS Day
Dec. 4-10: National Hand-washing Awareness Week & National Influenza Vaccination Week
Dec. 24: Hanukkah begins at sundown
Dec. 25: Christmas
Dec. 26: Kwanzaa begins
Coming Up In January
Jan. 3-9: National Folic Acid Awareness Week
Cervical Cancer Awareness Month
Family Fit Lifestyle Month
Mental Wellness Month
National Bath Safety Month
National Blood Donor Month
National Glaucoma Awareness Month
NOTES

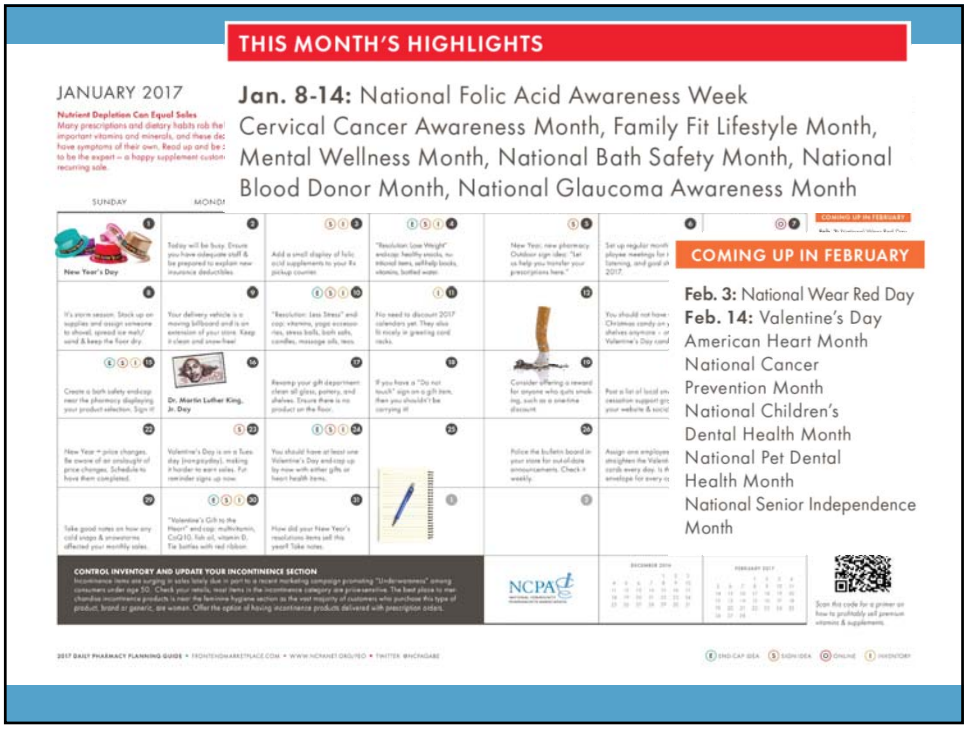

December 2016
SUN
MON
TUE
WED
THUR
FRI
SAT
E S I 2
"This Year, Give Good Health" end-cap idea: nutrition/vitamins for heart, bone density, vision, and energy.
S 6
Hang "Stocking stuffer!" signs on at least 50 products. Any item that can fit in a stocking will work.
NOTES

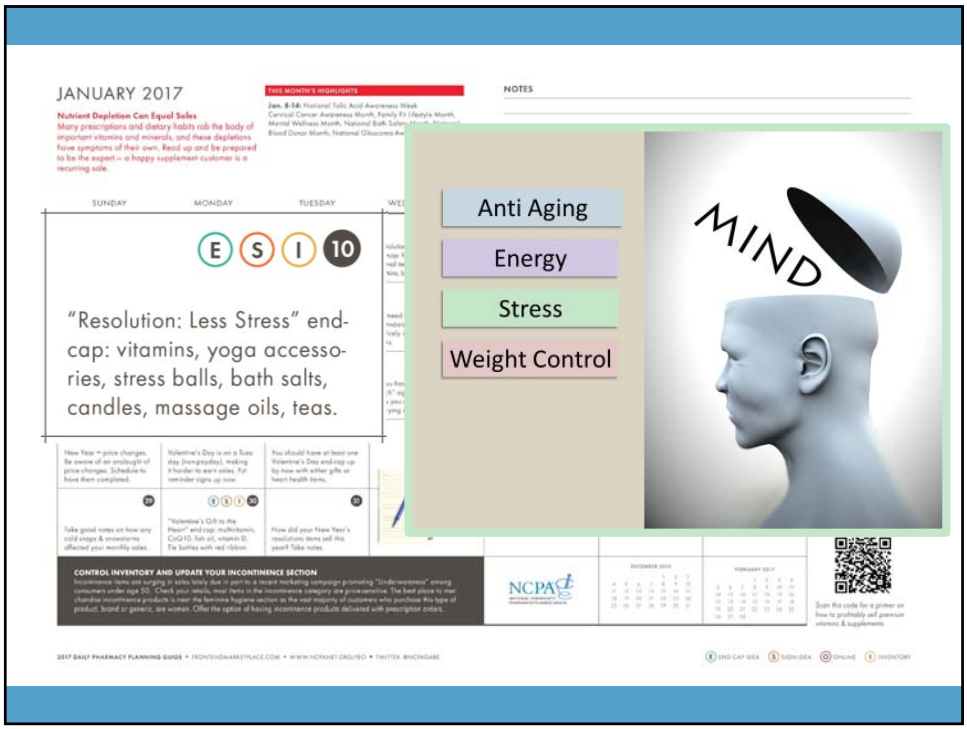
YOUR
STOCKING STUFFER
HEADQUARTERS
VALUES
Health Mart

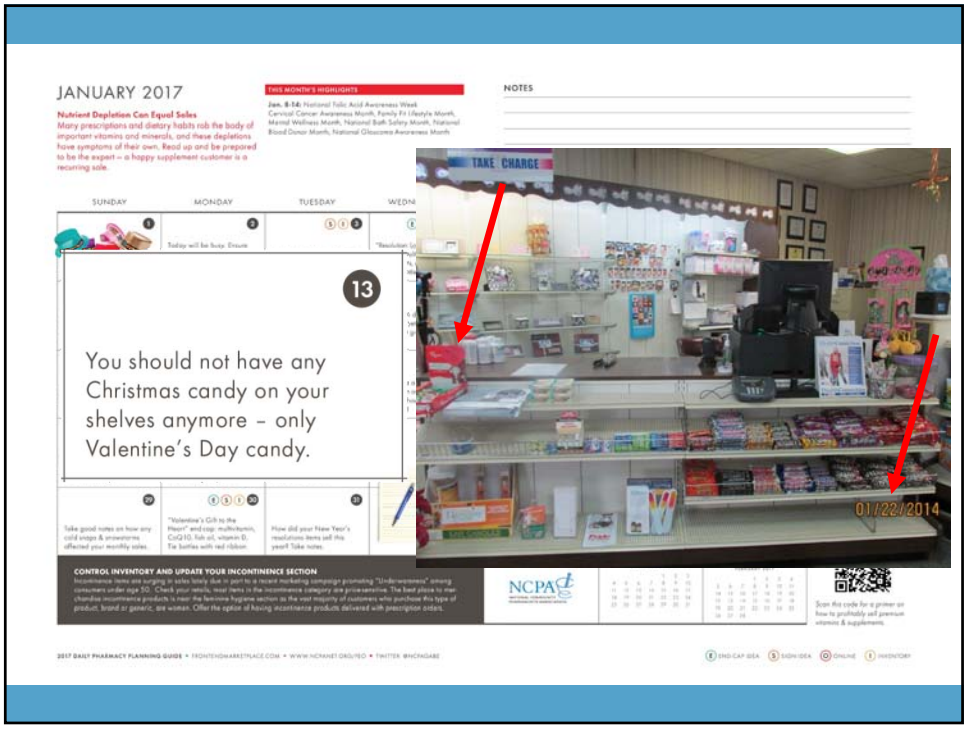
Great Stocking Stuffer!
Great Stocking Stuffer!
Great Stocking Stuffer!
Great Stocking Stuffer!
Great Stocking Stuffer!
Great Stocking Stuffer!
Healthy Stocking Stuffer!
Healthy Stocking Stuffer!
Healthy Stocking Stuffer!

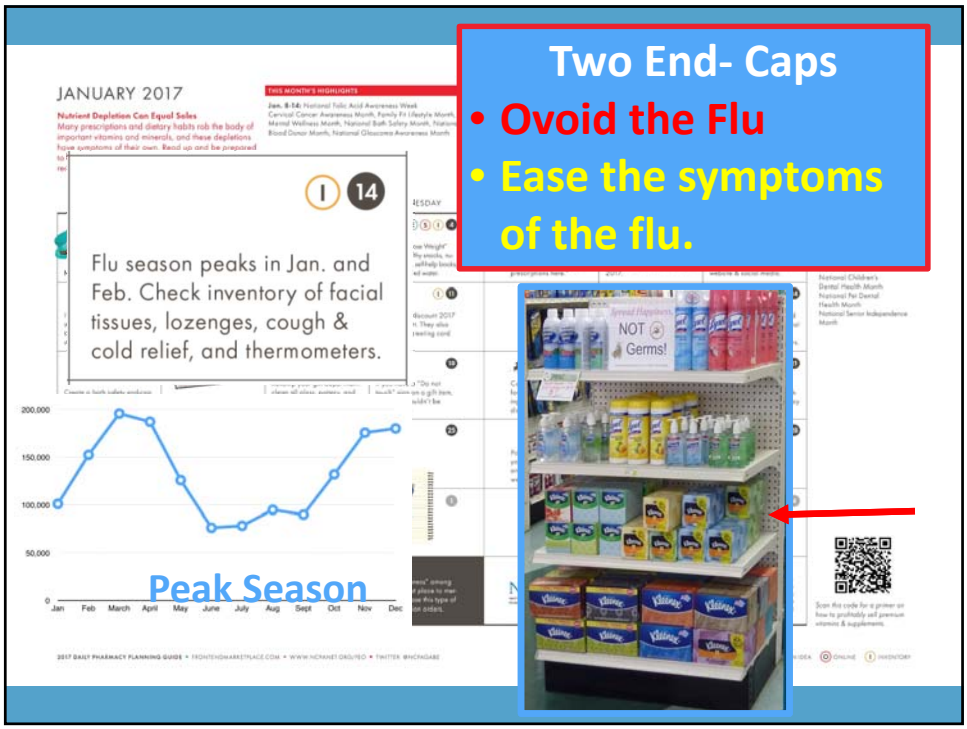
Healthy Stocking Stuffer!
Glide
ORIGINAL FLOSS
Cetaphil
Gentle Cleansing Bar
SNICKERS
Great Stocking Stuffer!
ChapStick
Centrum
Healthy Stocking Stuffer!

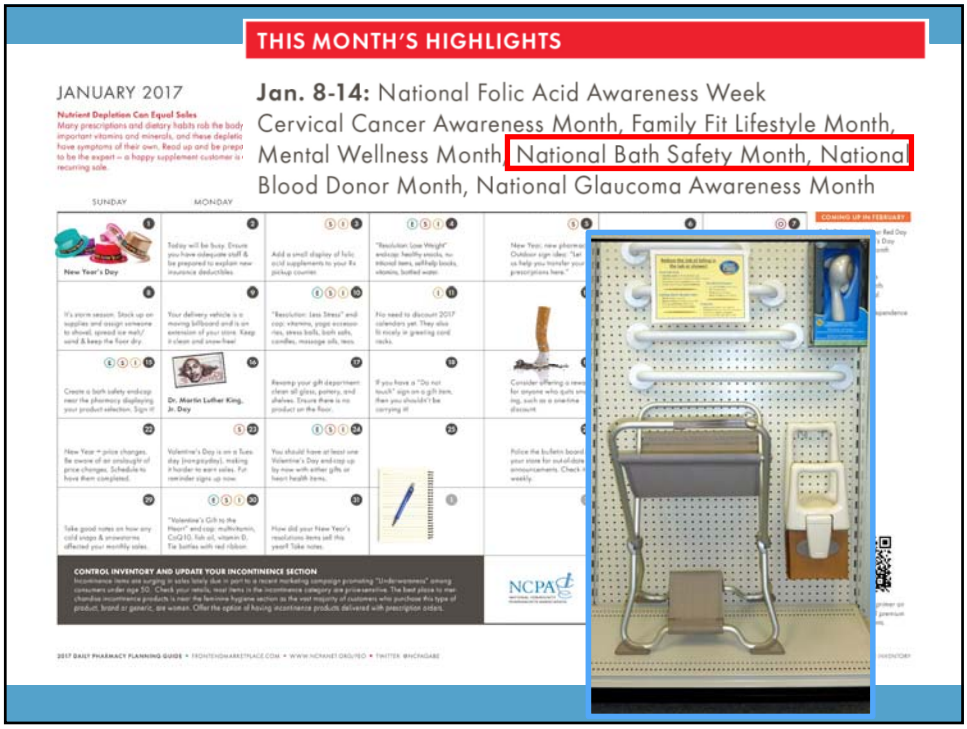
December 2016
NCPA
200,000
150,000
100,000
50,000
0
Jan
Feb
March
April
May
June
July
Aug
Sept
Oct
Nov
Dec
Peak Season
S I 22
Create display of Airborne/ private label immune booster & hand sanitizers. Sign: "Say goodbye to holiday germs!"


THIS MONTH'S HIGHLIGHTS
JANUARY 2017
Jan. 8-14: National Folic Acid Awareness Week
Cervical Cancer Awareness Month, Family Fit Lifestyle Month,
Mental Wellness Month, National Bath Safety Month, National
Blood Donor Month, National Glaucoma Awareness Month
COMING UP IN FEBRUARY
Feb. 3: National Wear Red Day
Feb. 14: Valentine's Day
American Heart Month
National Cancer
Prevention Month
National Children's
Dental Health Month
National Pet Dental
Health Month
National Senior Independence
Month

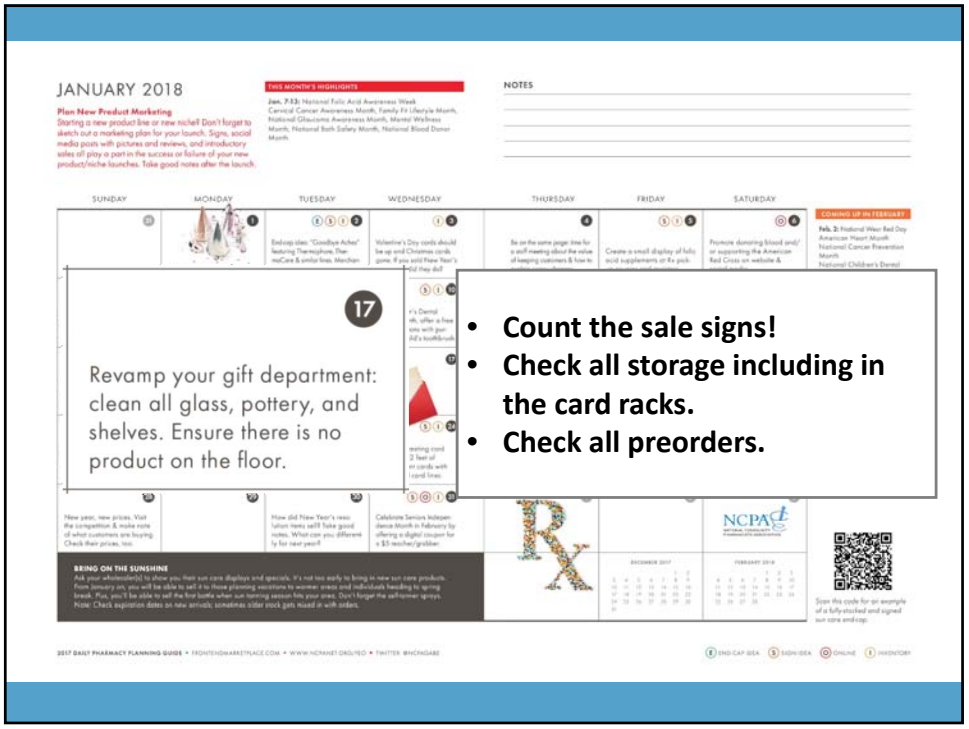

JANUARY 2017
NOTES
E S I 10
"Resolution: Less Stress" end-cap: vitamins, yoga accesso-ries, stress balls, bath salts, candles, massage oils, teas.
Anti Aging
Energy
Stress
Weight Control
MIND


JANUARY 2017
Nutrient Depletion Can Equal Sales
Many prescriptions and dietary habits rob the body of important vitamins and minerals, and these depletions have symptoms of their own. Read up and be prepared to be the expert – a happy supplement customer is a recurring sale.
THIS MONTH'S HIGHLIGHTS
NOTES
SUNDAY
MONDAY
TUESDAY
13
You should not have any Christmas candy on your shelves anymore – only Valentine's Day candy.
TAKE CHARGE
01/22/2014
CONTROL INVENTORY AND UPDATE YOUR INCONTINENCE SECTION
NCPA


JANUARY 2017
Nutrient Depletion Can Equal Sales
14
Flu season peaks in Jan. and Feb. Check inventory of facial tissues, lozenges, cough & cold relief, and thermometers.
200,000
150,000
100,000
50,000
0
Jan
Feb
March
April
May
June
July
Aug
Sept
Oct
Nov
Dec
Peak Season
Two End- Caps
• Ovoid the Flu
• Ease the symptoms of the flu.
NOT Germs!

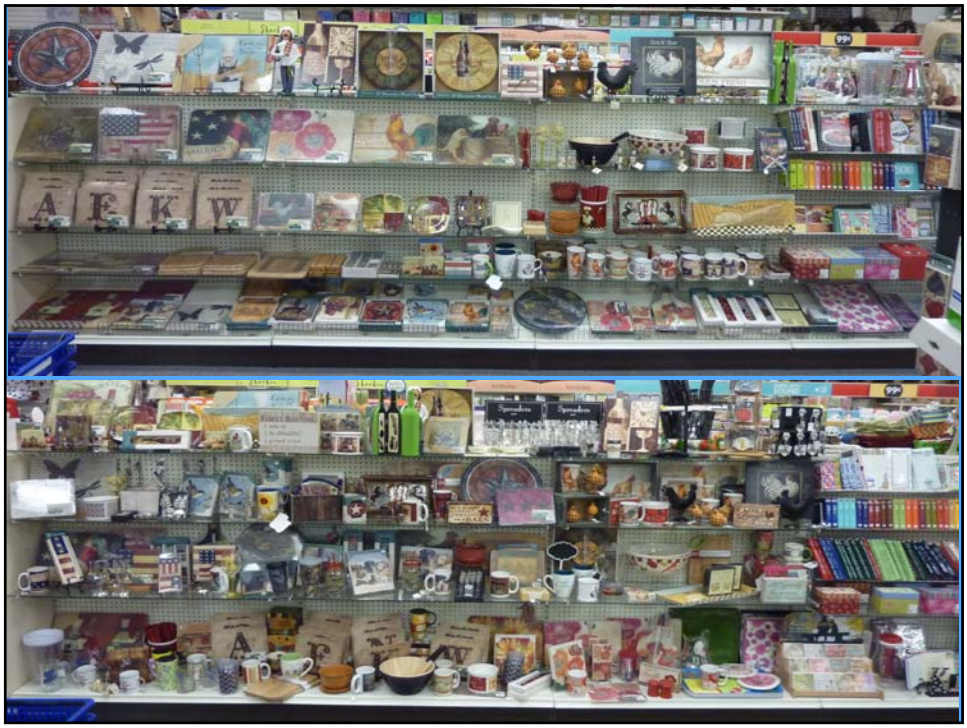

THIS MONTH'S HIGHLIGHTS
JANUARY 2017
Jan. 8-14: National Folic Acid Awareness Week
Cervical Cancer Awareness Month, Family Fit Lifestyle Month, Mental Wellness Month, National Bath Safety Month, National Blood Donor Month, National Glaucoma Awareness Month
SUNDAY
MONDAY
CONTROL INVENTORY AND UPDATE YOUR INCONTINENCE SECTION
NCPA

Online
nova
Red Safety Handle
Agarradera Roja de Seguridad
provides extra support
proporciona apoyo extra
Additional safety handle for use with items # 9100-R and # 9120-R bath benches
Products for an independent life.



- **Count the sale signs!**
- **Check all storage including in the card racks.**
- **Check all preorders.**

SALE
80%
Love
Dream
SALE
80%



Section 1 of 4

Clear Section and Added 1 shelf & Slanted Base all 4 sections Shelf

FEBRUARY 2017

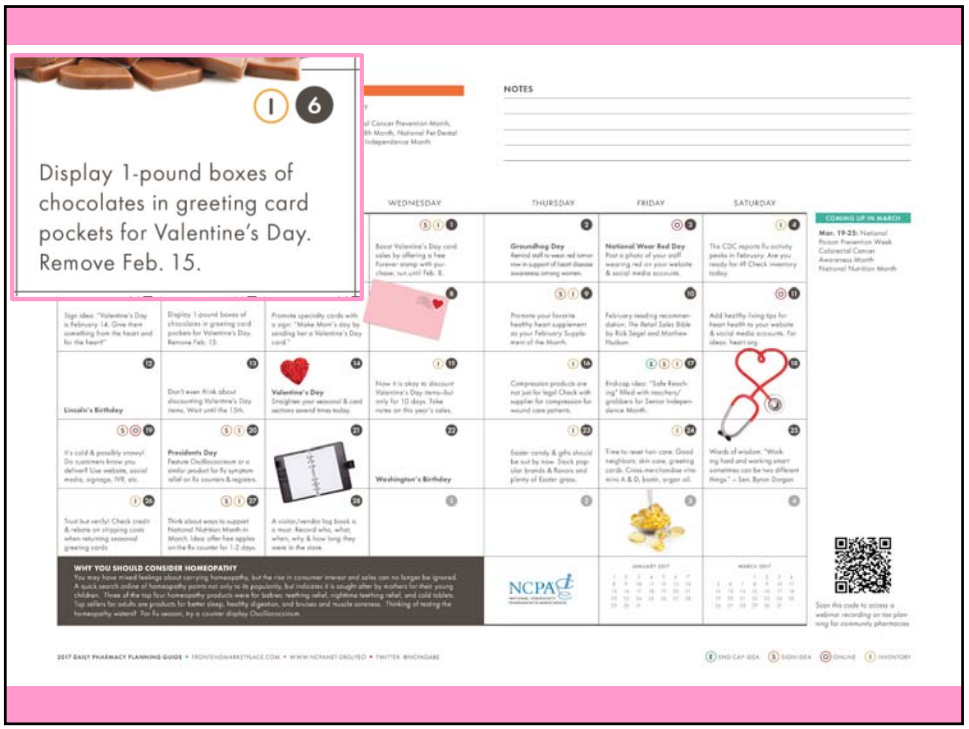
NOTES

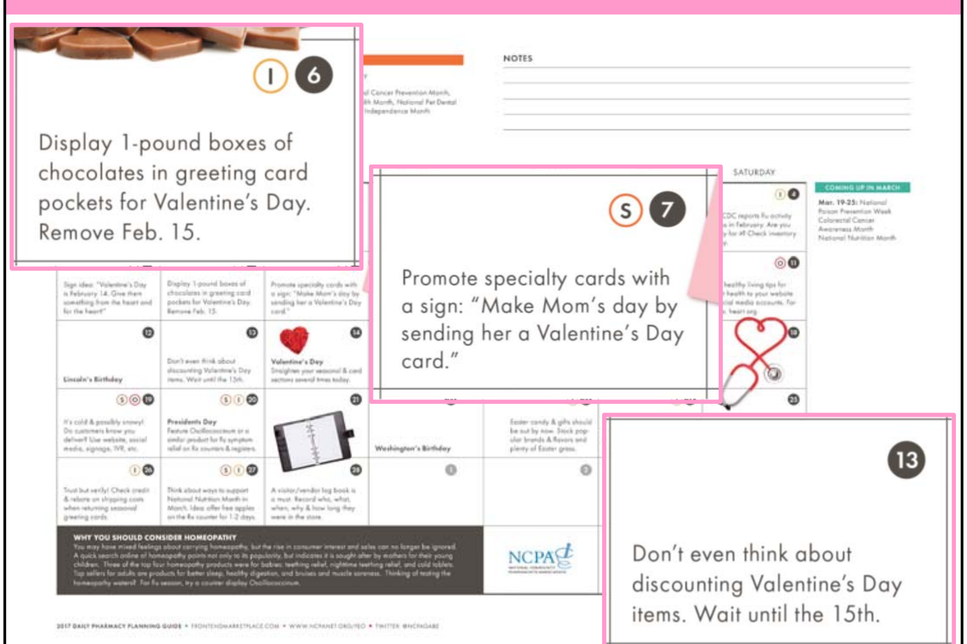
Feb. 3: National Wear Read Day **Awareness for heart disease in women**
Feb.14:Valentines Day **On a *Tuesday … 2016 was on a Sunday**
American Heart Month **Omega 3, CoQ10, Multivitamin**
National Cancer Prevention Month
National Children's Dental Health Month
National Pet Dental Month
National Senior Independence Month **Reachers, Lift Chairs, ADL**

COMING UP IN MARCH

Mar. 19-25: National Poison Prevention Week
Colorectal Cancer Awareness Month
National Nutrition Month

FEBRUARY 2017
Tax Prep Time
This is a good time at the close of the business year to organize your deductions and expenses in order to prepare your filing on March 15. Make an appointment with your accountant and be sure you have all of the necessary information to file.
THIS MONTH'S HIGHLIGHTS
Feb. 3: National Wear Red Day
Feb. 14: Valentine's Day
S I 1
Boost Valentine's Day card sales by offering a free Forever stamp with purchase; run until Feb. 8.
Presidents Day
Washington's Birthd
WHY YOU SHOULD CONSIDER HOMEOPATHY
FOREVER/ USA
2016


I 6
Display 1-pound boxes of chocolates in greeting card pockets for Valentine's Day. Remove Feb. 15.
NOTES
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
Groundhog Day
National Wear Red Day
Valentine's Day
Presidents Day
Washington's Birthday
Lincoln's Birthday
COMING UP IN MARCH
WHY YOU SHOULD CONSIDER HOMEOPATHY
NCPA



Display 1-pound boxes of chocolates in greeting card pockets for Valentine's Day. Remove Feb. 15.
Promote specialty cards with a sign: "Make Mom's day by sending her a Valentine's Day card."
Don't even think about discounting Valentine's Day items. Wait until the 15th.
NOTES
SATURDAY
Lincoln's Birthday
Valentine's Day
Presidents Day
Washington's Birthday
WHY YOU SHOULD CONSIDER HOMEOPATHY
NCPA

S 5

Sign idea: "Valentine's Day is February 14. Give them something from the heart and for the heart!"

Heart.org

Online

O 11

Add healthy living tips for heart health to your website & social media accounts. For ideas: heart.org.

I 16

Compression products are not just for legs! Check with supplier for compression for wound care patients.

MARCH 2017

NOTES

March 19-25 National Poison Prevention Week
Colorectal Cancer Awareness Month
National Nutrition Month

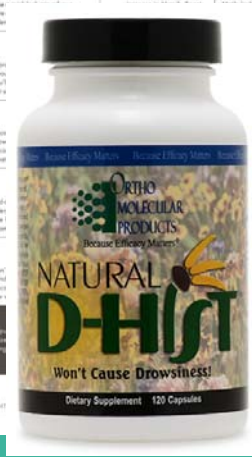
Online

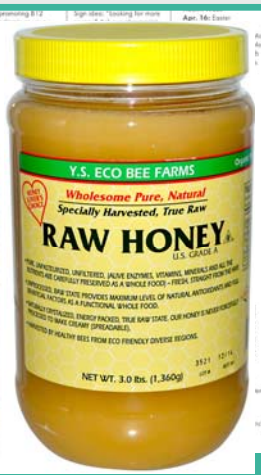
I 2

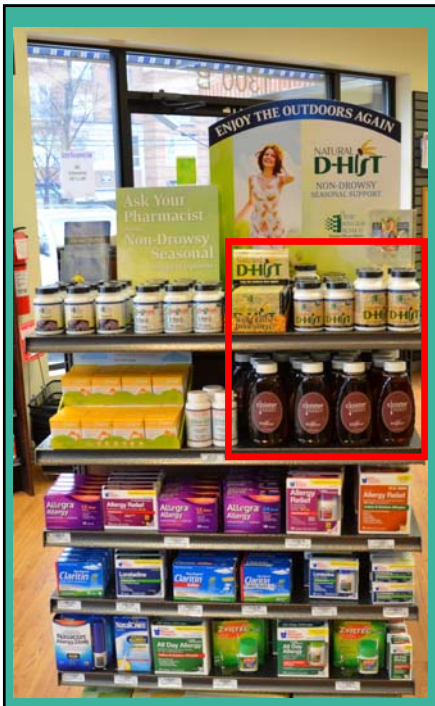
Pollen allergies typically increase in March. Boost your inventory of relief products now.

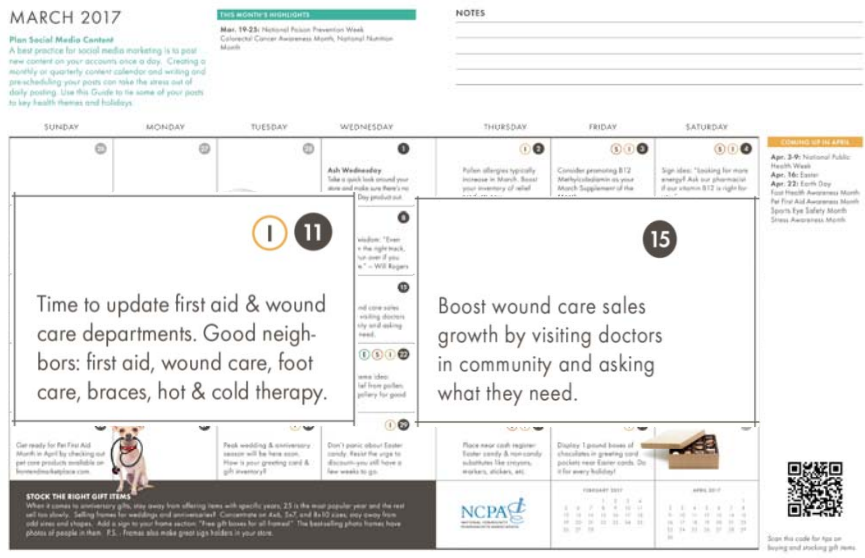
S I 21

Consider featuring local harvested honey as an immune booster. Add a small sign!

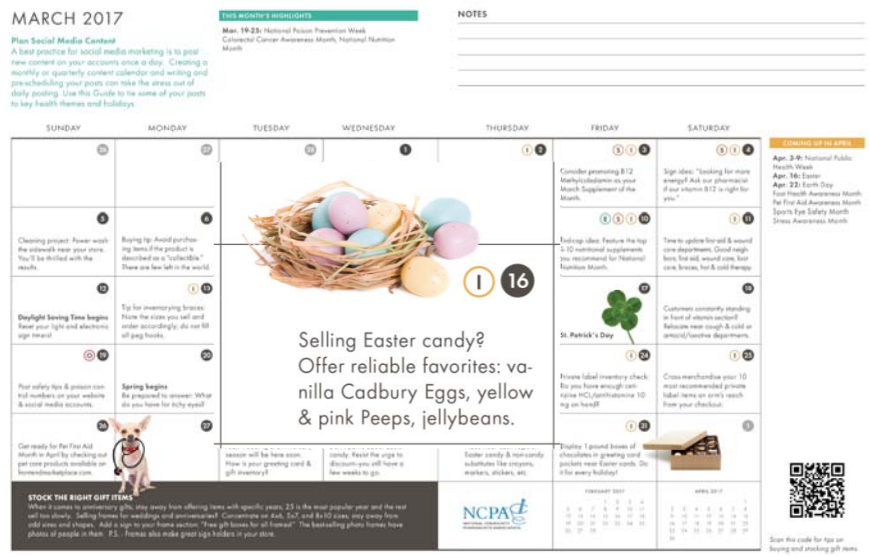




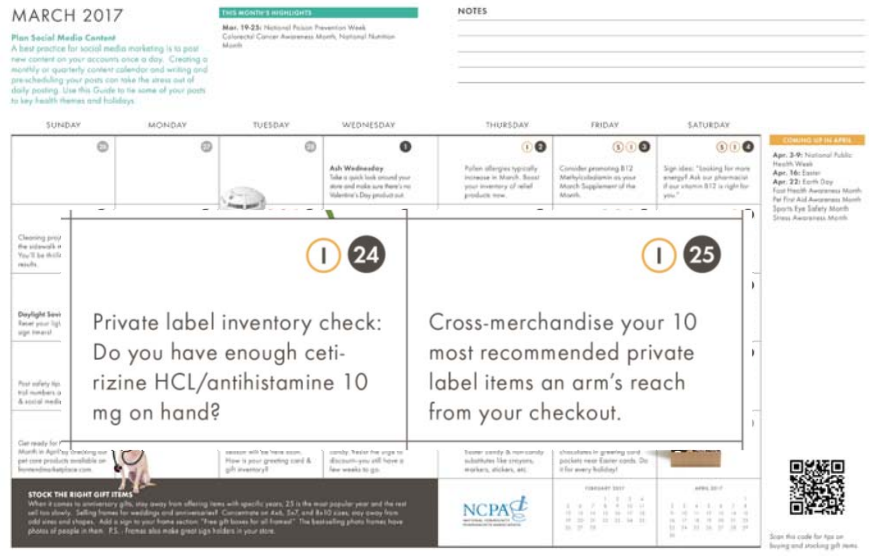




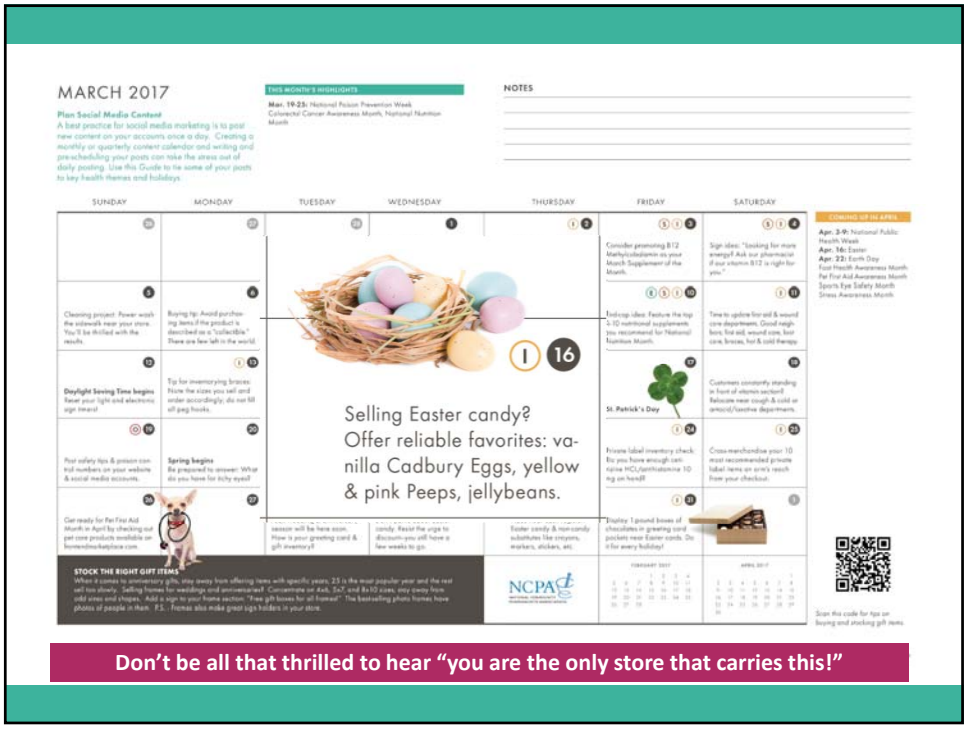
High profit margin, non price sensitive, cash sale and avoided by chain stores!



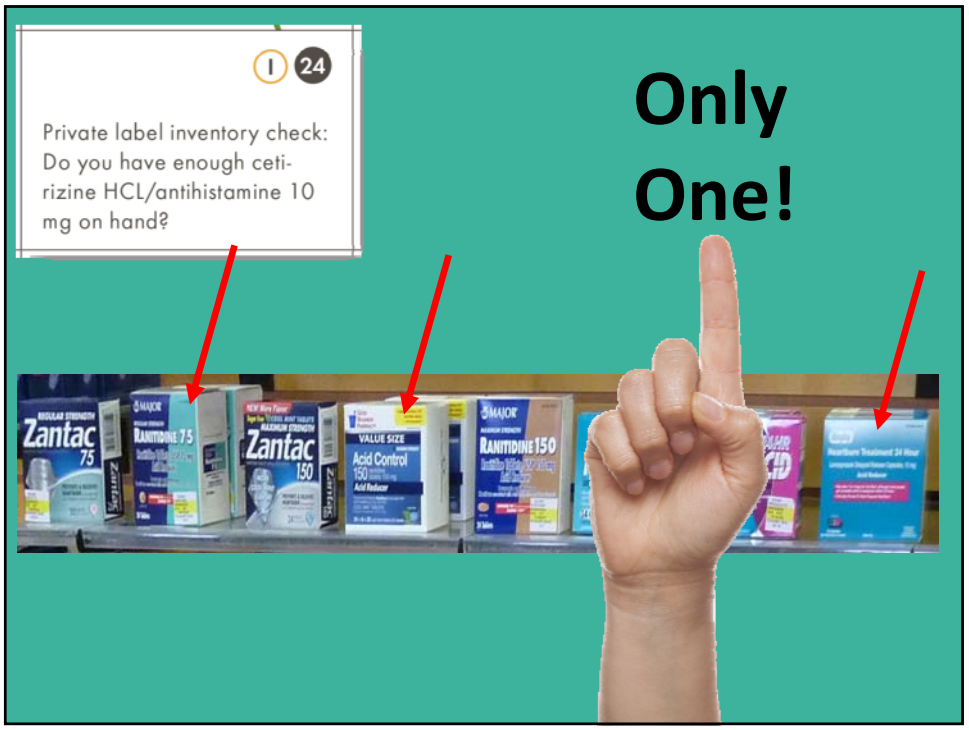
Don't be all that thrilled to hear "you are the only store that carries this!"



Create an "Our Pharmacist Recommends" section



Don't be all that thrilled to hear "you are the only store that carries this!"



APRIL 2017

THIS MONTH'S HIGHLIGHTS

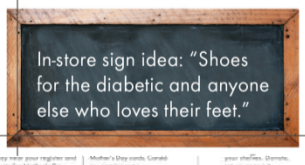
Apr. 3-9: National Public Health Week
Apr. 16: Easter
Apr. 22: Earth Day
Foot Health Awareness Month, Pet First Aid Awareness Month, Sports Eye Safety Month, Stress Awareness Month

SUNDAY | MONDAY

O 4

Post foot health tips on your website and remind customers that shoes for diabetics are great for everyone's soles.

S 5



E S I 6

End-cap idea: Diabetic Foot Health HQ: diabetic socks, foot creams, compression, therapeutic shoes.

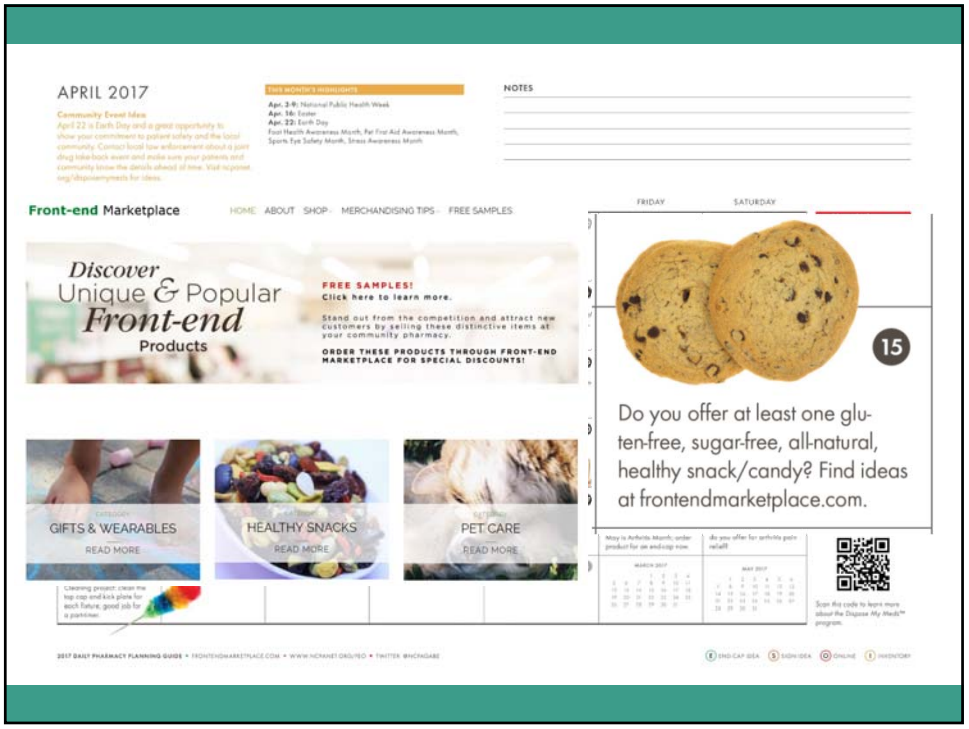
APRIL 2017

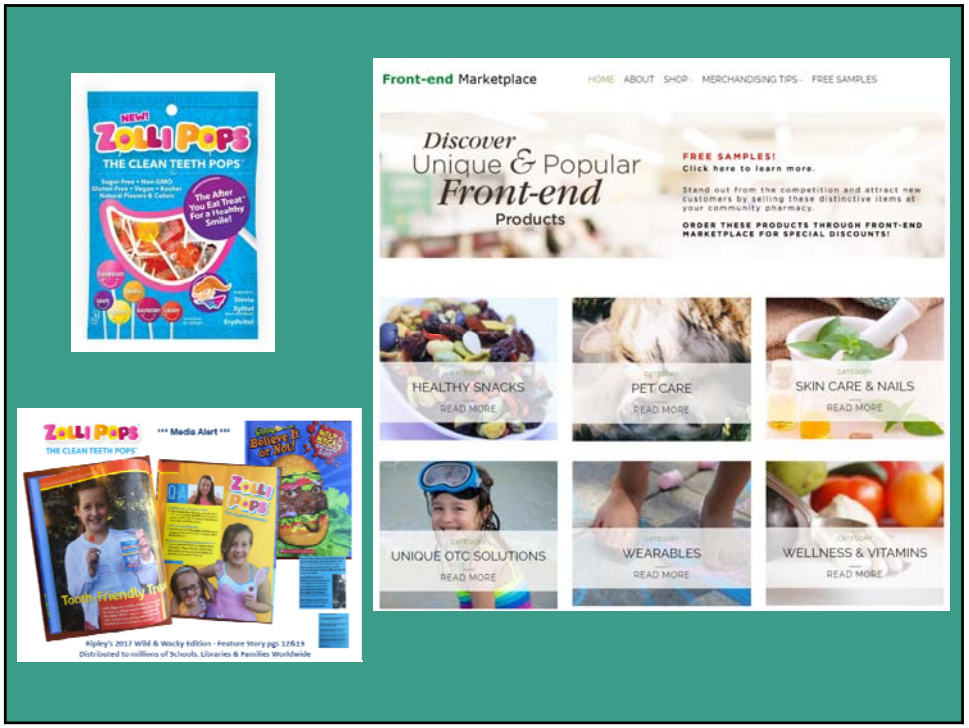
NOTES

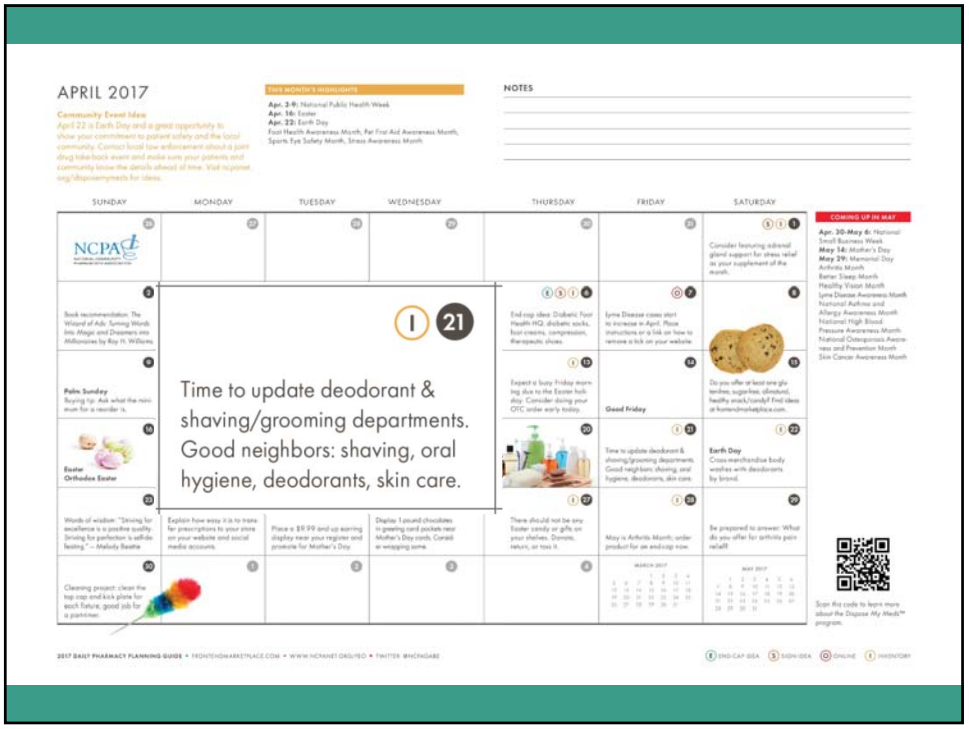
SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY

O 7

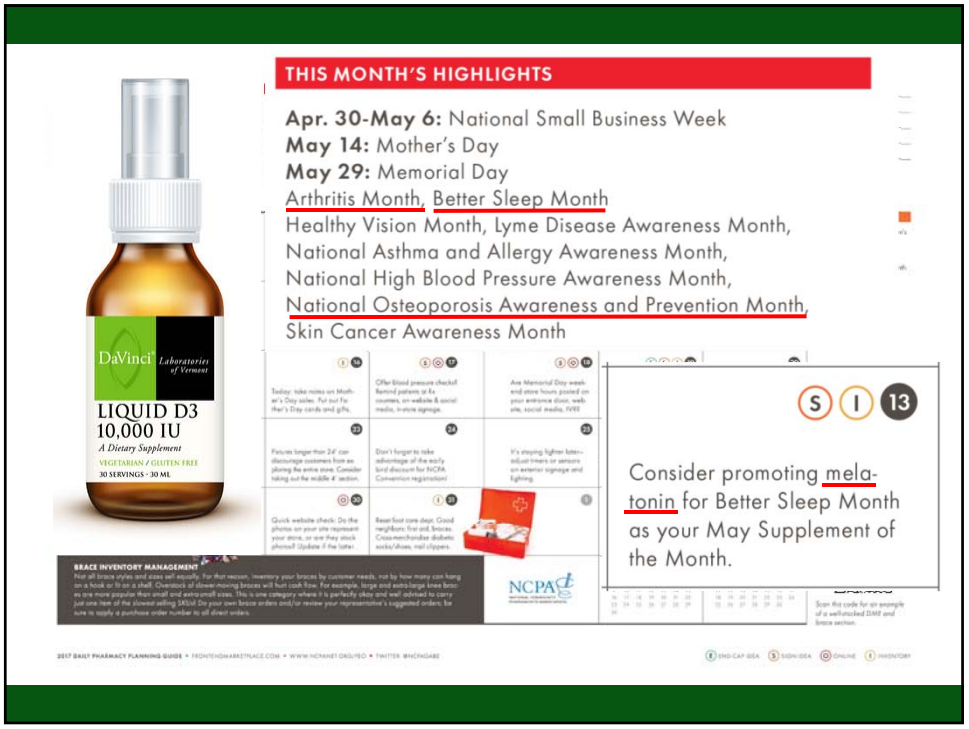
Lyme Disease cases start to increase in April. Place instructions or a link on how to remove a tick on your website.

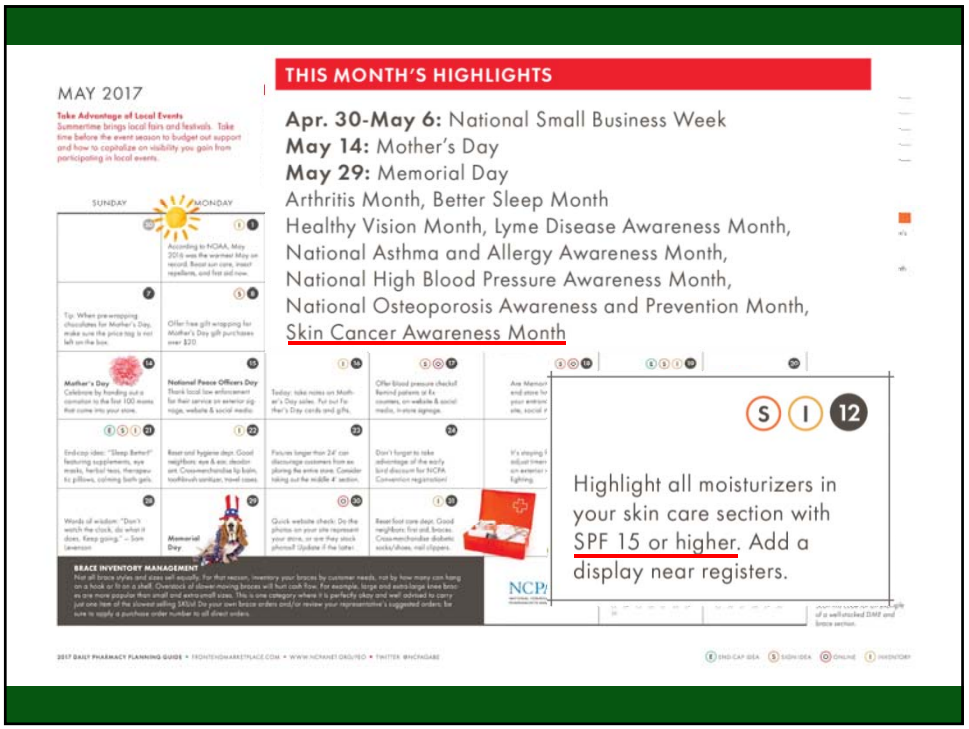

APRIL 2017
NOTES
Front-end Marketplace
HOME ABOUT SHOP MERCHANDISING TIPS FREE SAMPLES
Discover Unique & Popular Front-end Products
FREE SAMPLES!
Click here to learn more.
Stand out from the competition and attract new customers by selling these distinctive items at your community pharmacy.
ORDER THESE PRODUCTS THROUGH FRONT-END MARKETPLACE FOR SPECIAL DISCOUNTS!
FRIDAY
SATURDAY
15
Do you offer at least one gluten-free, sugar-free, all-natural, healthy snack/candy? Find ideas at frontendmarketplace.com.
GIFTS & WEARABLES
READ MORE
HEALTHY SNACKS
READ MORE
PET CARE
READ MORE


NEW!
ZOLLI POPS
THE CLEAN TEETH POPS
The After You Eat Treat For a Healthy Smile!
ZOLLI POPS
THE CLEAN TEETH POPS
*** Media Alert ***
Believe It or Not!
Tooth-Friendly Treat
Ripley's 2017 Wild & Wacky Edition - Feature Story pgs 12&13
Distributed to millions of Schools, Libraries & Families Worldwide
Front-end Marketplace
HOME ABOUT SHOP MERCHANDISING TIPS FREE SAMPLES
Discover Unique & Popular Front-end Products
FREE SAMPLES!
Click here to learn more.
Stand out from the competition and attract new customers by selling these distinctive items at your community pharmacy.
ORDER THESE PRODUCTS THROUGH FRONT-END MARKETPLACE FOR SPECIAL DISCOUNTS!
HEALTHY SNACKS
READ MORE
PET CARE
READ MORE
SKIN CARE & NAILS
READ MORE
UNIQUE OTC SOLUTIONS
READ MORE
WEARABLES
READ MORE
WELLNESS & VITAMINS
READ MORE

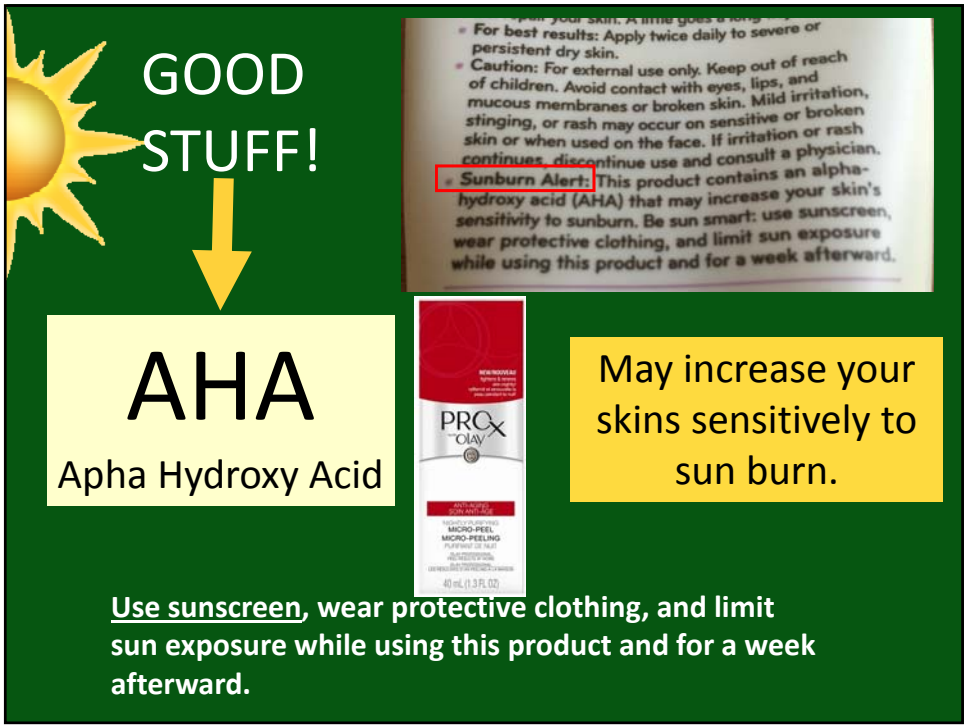

APRIL 2017
NOTES
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
21
Time to update deodorant & shaving/grooming departments. Good neighbors: shaving, oral hygiene, deodorants, skin care.

New Pricing
Hmmm, that stuff doesn't sell here.
Grooming / Shaving
Hair Care
Deodorant
Oral Hygiene
Skin Care
Feminine Hygiene


THIS MONTH'S HIGHLIGHTS
Apr. 30-May 6: National Small Business Week
May 14: Mother's Day
May 29: Memorial Day
Arthritis Month, Better Sleep Month
Healthy Vision Month, Lyme Disease Awareness Month,
National Asthma and Allergy Awareness Month,
National High Blood Pressure Awareness Month,
National Osteoporosis Awareness and Prevention Month,
Skin Cancer Awareness Month
DaVinci Laboratories of Vermont
LIQUID D3
10,000 IU
A Dietary Supplement
VEGETARIAN / GLUTEN FREE
30 SERVINGS · 30 ML
S I 13
Consider promoting melatonin for Better Sleep Month as your May Supplement of the Month.
BRACE INVENTORY MANAGEMENT


MAY 2017
Take Advantage of Local Events
THIS MONTH'S HIGHLIGHTS
Apr. 30-May 6: National Small Business Week
May 14: Mother's Day
May 29: Memorial Day
Arthritis Month, Better Sleep Month
Healthy Vision Month, Lyme Disease Awareness Month,
National Asthma and Allergy Awareness Month,
National High Blood Pressure Awareness Month,
National Osteoporosis Awareness and Prevention Month,
Skin Cancer Awareness Month
S I 12
Highlight all moisturizers in your skin care section with SPF 15 or higher. Add a display near registers.
BRACE INVENTORY MANAGEMENT

We've Got you Covered!
Daily Facial
Moisturizer
with sunscreen
BROAD SPECTRUM SPF 15
Cetaphil
Daily Facial
Moisturizer
with sunscreen
BROAD SPECTRUM SPF 15
FOR ALL SKIN TYPES


GOOD
STUFF!
AHA
Apha Hydroxy Acid
For best results: Apply twice daily to severe or persistent dry skin.
Caution: For external use only. Keep out of reach of children. Avoid contact with eyes, lips, and mucous membranes or broken skin. Mild irritation, stinging, or rash may occur on sensitive or broken skin or when used on the face. If irritation or rash continues, discontinue use and consult a physician.
Sunburn Alert: This product contains an alpha-hydroxy acid (AHA) that may increase your skin's sensitivity to sunburn. Be sun smart: use sunscreen, wear protective clothing, and limit sun exposure while using this product and for a week afterward.
PROX
OLAY
MICRO-PEEL
MICRO-PEELING
May increase your skins sensitively to sun burn.
Use sunscreen, wear protective clothing, and limit sun exposure while using this product and for a week afterward.

MAY 2017

Healthy Vision Month, Lyme Disease Awareness Month, National Asthma and Allergy Awareness Month, National High Blood Pressure Awareness Month, National Osteoporosis Awareness and Prevention Month, Skin Cancer Awareness Month

According to NOAA, May 2016 was the warmest May on record. Boost sun care, insect repellents, and first aid now.

Ugly sunglasses do not get better looking by lowering the price. Donate older inventory to make room for fashionable ones.

Protect your eyes!

BRACE INVENTORY MANAGEMENT

Not all brace styles and sizes sell equally. For that reason, inventory your braces by customer needs, not by how many can hang on a hook or fit on a shelf. Overstock of slower-moving braces will hurt cash flow. For example, large and extra-large knee braces are more popular than small and extra-small sizes. This is one category where it is perfectly okay and well advised to carry just one item of the slowest selling SKUs! Do your own brace orders and/or review your representative's suggested orders; be sure to apply a purchase order number to all direct orders.

JUNE 2017

Which One is Poison Ivy?

JUNE 2017

Be Adherent in Your Adherence Marketing
Nearly 82 percent of community pharmacies offer adherence services. For winning ideas from colleagues on launching or growing your med sync services, plus tips on promoting your own program regularly, check out this month's America's Pharmacist at americaspharmacist.net.

THIS MONTH'S HIGHLIGHTS

June 12-18: National Men's Health Week
June 18: Father's Day
National Migraine and Headache Awareness Month
National Safety Month

NOTES

SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY

21

Summer begins
Be prepared to answer: What do you have for poison ivy relief?

S O 22

Help patients recognize poison ivy/oak/sumac: post photos on website, social media & in-store signage.

WHY COMPRESSION HOSIERY MAY BE RIGHT FOR YOU
The customer base for compression hosiery is forever growing, from patients with simple leg edemas to expectant mothers, travelers, seniors, beauticians, doctors, nurses...just about anyone who is on their feet. Stockings can offer a 40 to 60 percent profit margin. To be successful, you need at least one or two certified fitters, a fitting room, 4 feet of merchandising space (preferably on a wall), and one or two leg mannequins. Tip: Keep a measuring tape in your pocket so you are always ready to make a sale.

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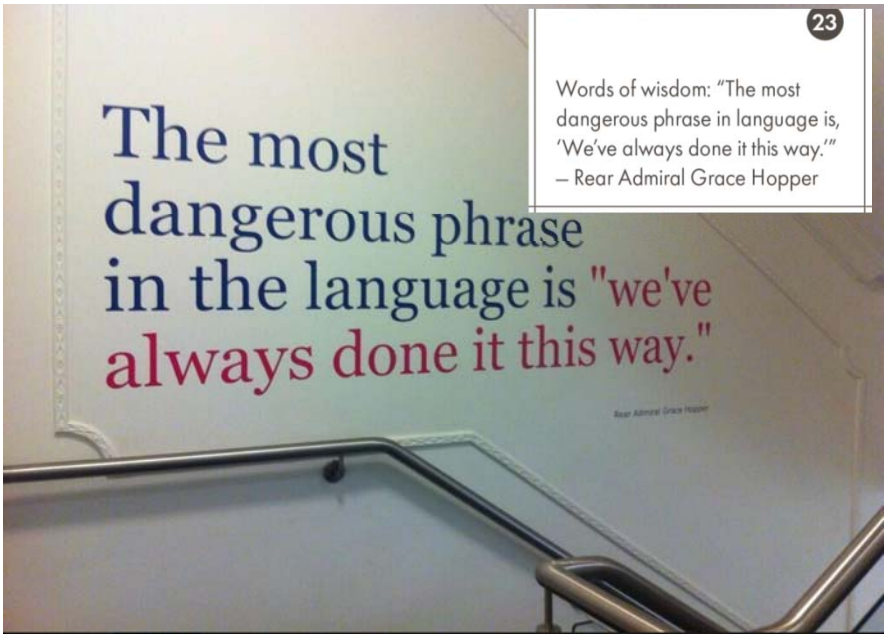
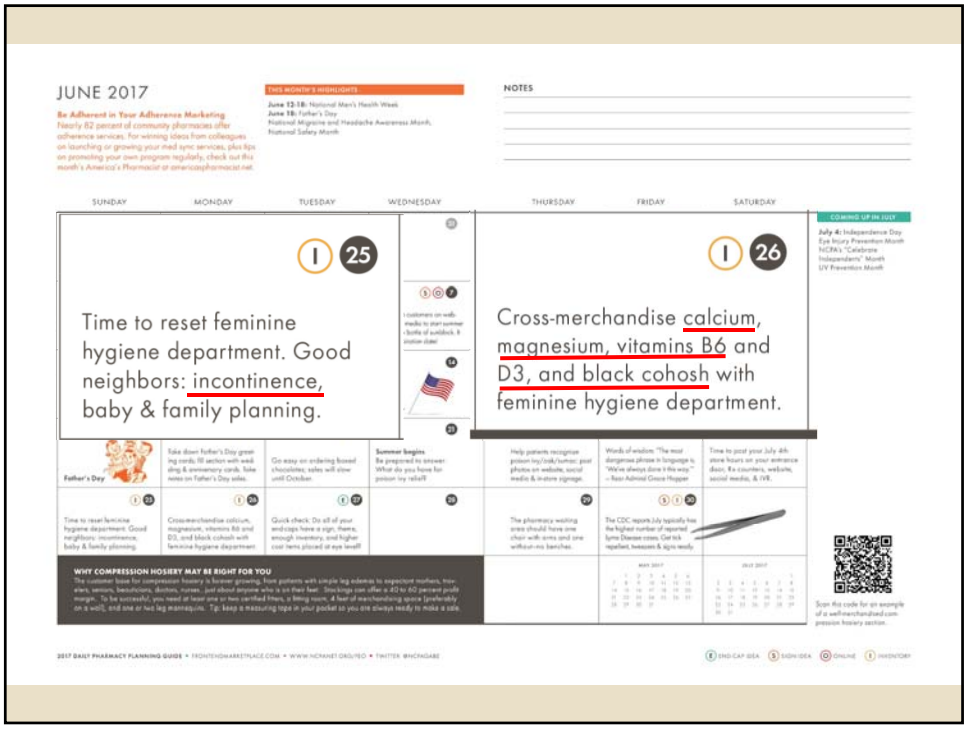
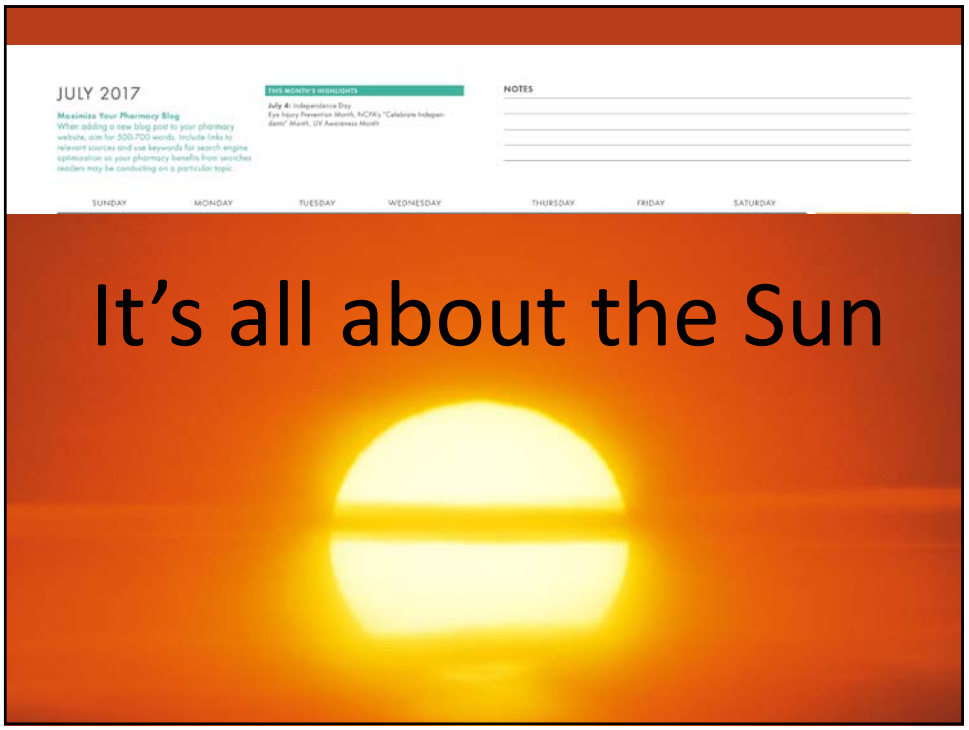



JUNE 2017
NOTES
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
25
Time to reset feminine hygiene department. Good neighbors: incontinence, baby & family planning.
26
Cross-merchandise calcium, magnesium, vitamins B6 and D3, and black cohosh with feminine hygiene department.


JULY 2017
NOTES
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
It’s all about the Sun

S I 2

Individuals using smartphones may be looking for sun reader sunglasses. Do you offer some? Sign it!

Booth 428

S 5

Sign idea for private label sun care: "Go ahead and compare!"

O 6

Add tips on treating and avoiding sunburns to your website and social media accounts.

8

Be prepared to answer: What do you have for sunburn relief?

S 19

Sign idea for sunglasses display: "Keep your eyes healthy! Protect them from harmful UV rays."

14

I 21

Add a clip strip of lip balm with SPF 15 to your sunglasses display to generate impulse sales.

I 12

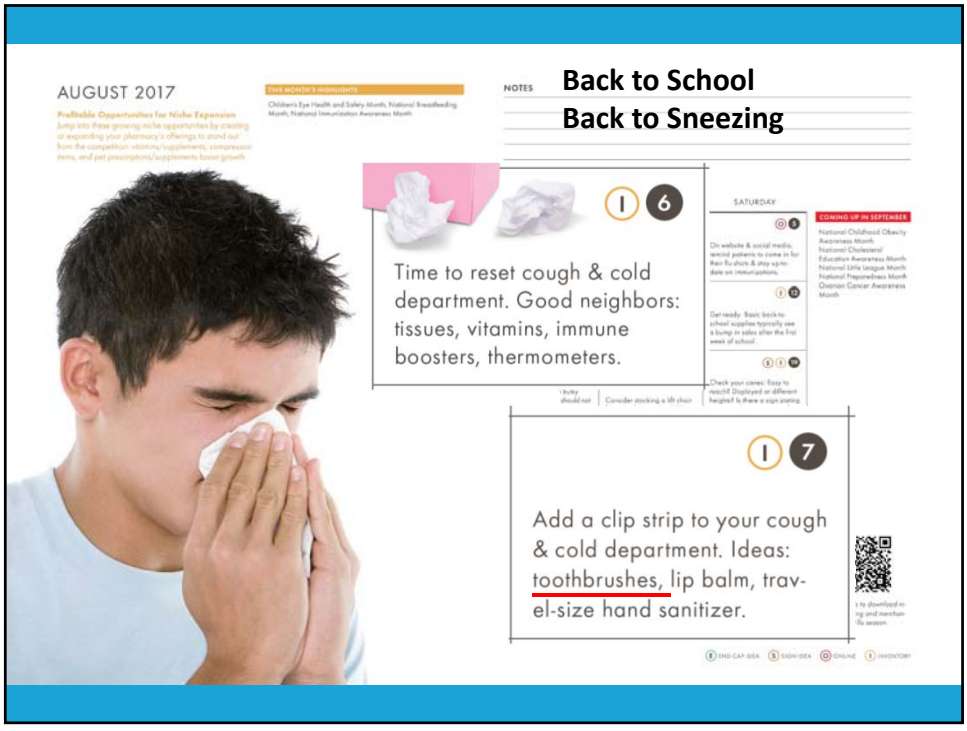
Greeting card racks looking empty? Remerchandise with local books, children's activity books, photo frames, etc.

S 22

Time to order flu shot banners & signs for the start of flu shot season in August/September. Check out photos at ncpanet.org/feo.

Works annoyingly well.

AUGUST 2017
NOTES
Back to School
Back to Sneezing
BACK TO SCHOOL


AUGUST 2017
NOTES
Back to School
Back to Sneezing
Time to reset cough & cold department. Good neighbors: tissues, vitamins, immune boosters, thermometers.
Add a clip strip to your cough & cold department. Ideas: toothbrushes, lip balm, trav-el-size hand sanitizer.

Just Getting Over a Cold?

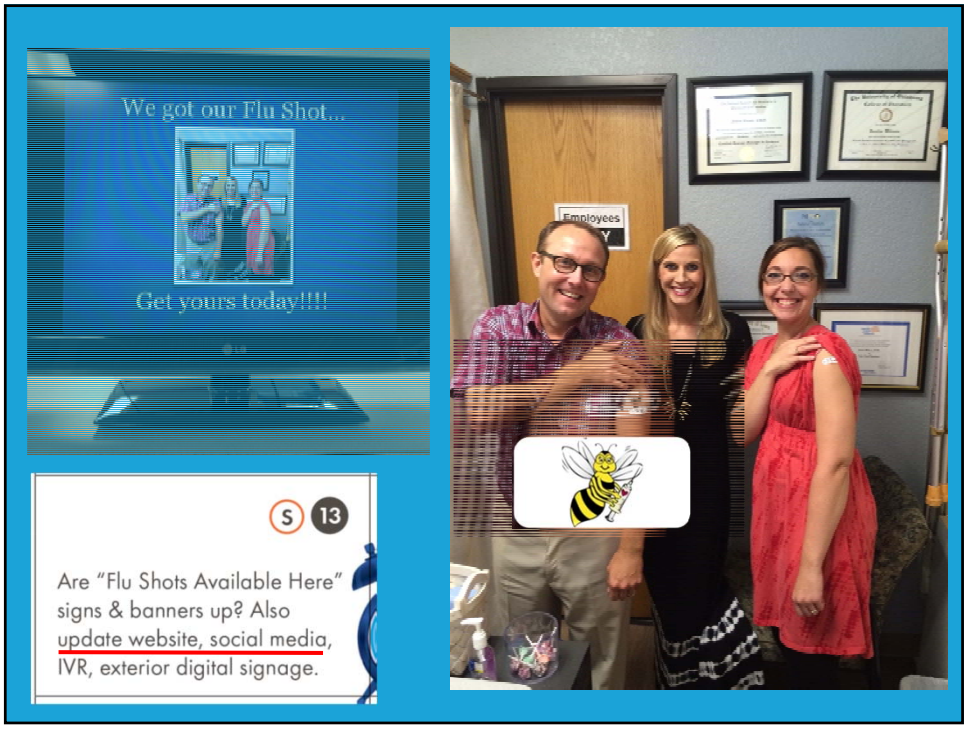
Throw Those Germs Away!

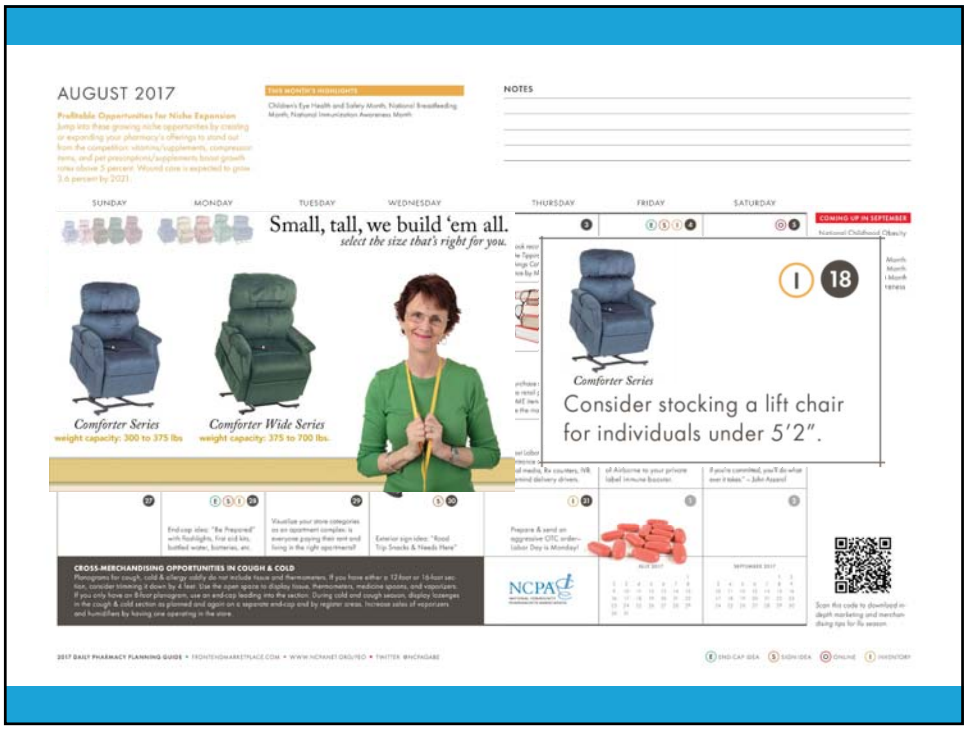
Time for a new toothbrush!

Google Image Search

S 16

Sign idea for cough & cold section: "Fight a cold before it fights you!"


We got our Flu Shot...
Get yours today!!!!
S 13
Are "Flu Shots Available Here" signs & banners up? Also update website, social media, IVR, exterior digital signage.
Employees


AUGUST 2017
NOTES
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
Small, tall, we build 'em all.
select the size that's right for you.
Comforter Series
weight capacity: 300 to 375 lbs
Comforter Wide Series
weight capacity: 375 to 700 lbs.
I 18
Comforter Series
Consider stocking a lift chair for individuals under 5'2".
CROSS-MERCHANDISING OPPORTUNITIES IN COUGH & COLD
NCPA

S 20

Remove sticker shock on premium supplements by breaking down cost by dosage ("Less than a cup of coffee!").

THIS MONTH'S HIGHLIGHTS

National Childhood Obesity Awareness Month
National Cholesterol Education Awareness Month
National Little League Month
National Preparedness Month
National Ovarian Cancer Awareness Month

E S I 13

End-cap: "Steps to Better Cholesterol" with CoQ10, Omega-3, fish oil, etc. Promote as supplement of the month.

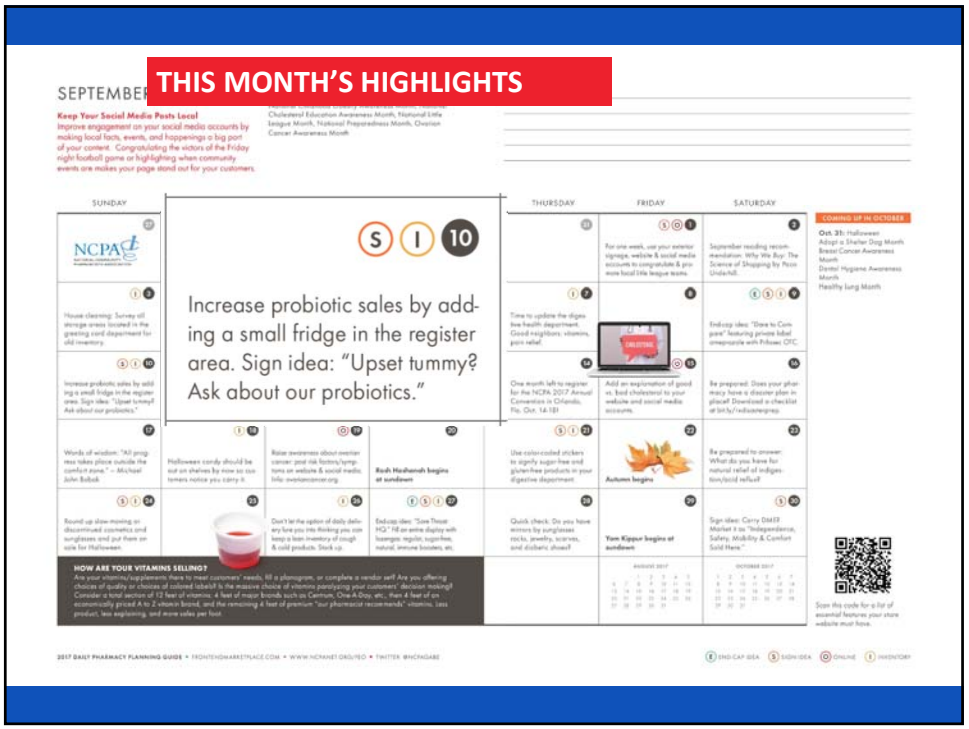
O 15

Add an explanation of good vs. bad cholesterol to your website and social media accounts.

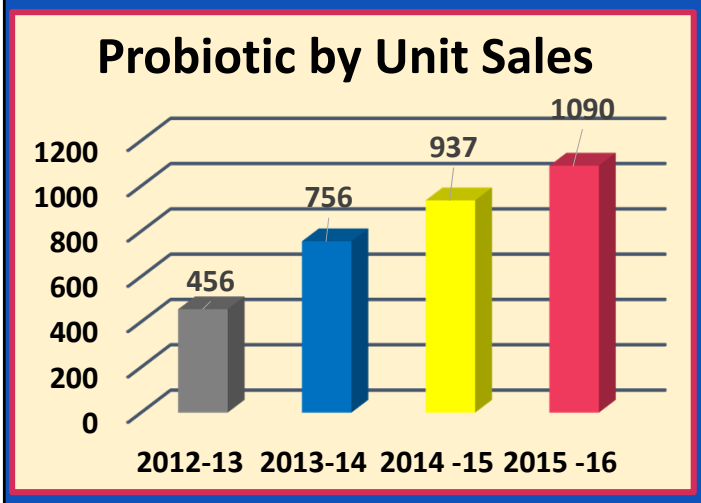
O 19

Raise awareness about ovarian cancer: post risk factors/symptoms on website & social media. Info: ovariancancer.org.

birthday
birthday
I 3
House cleaning: Survey all storage areas located in the greeting card department for old inventory.


THIS MONTH'S HIGHLIGHTS
S I 10
Increase probiotic sales by adding a small fridge in the register area. Sign idea: "Upset tummy? Ask about our probiotics."

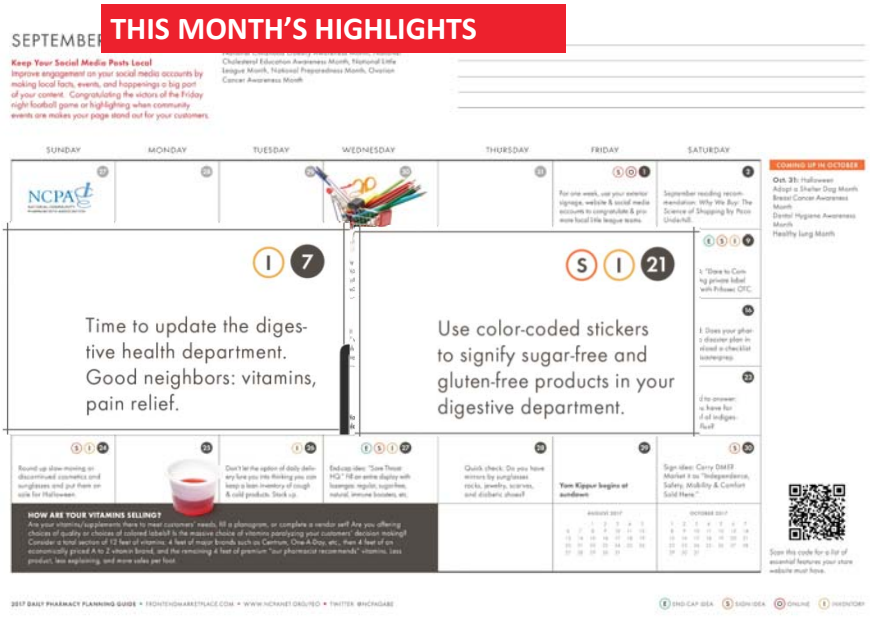
139% GROWTH

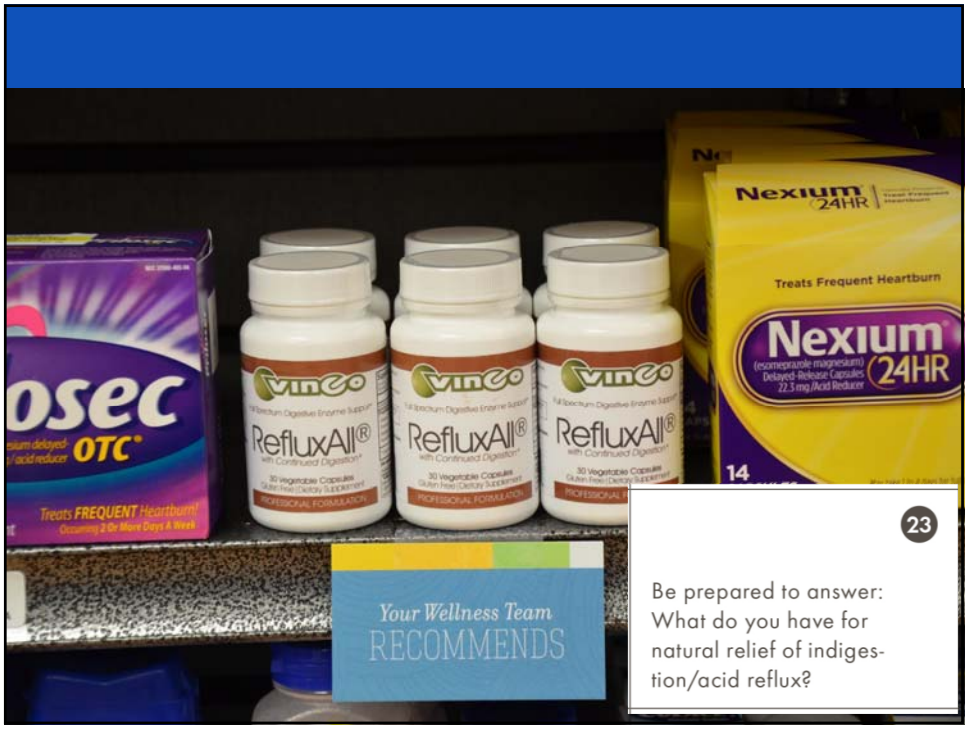


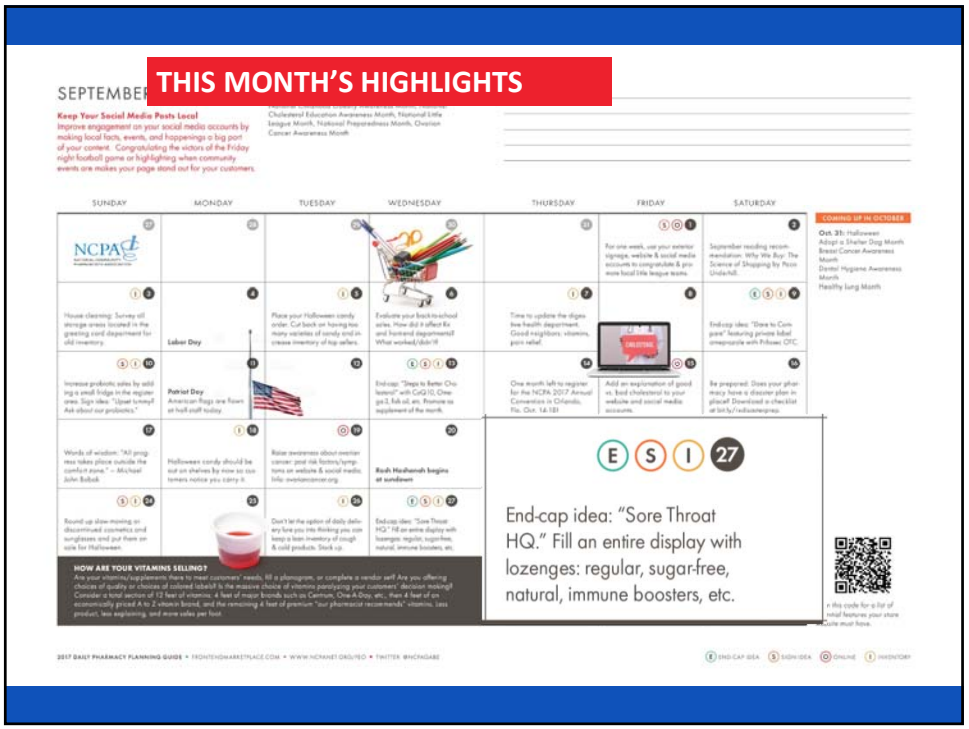
$150.00 - + 2ft square

#1 size is the 60 count. **2015 Ranked #1, 2, and 4 best selling items**

THIS MONTH'S HIGHLIGHTS




Nexium 24HR
Treats Frequent Heartburn
Nexium
(esomeprazole magnesium)
Delayed-Release Capsules
22.3 mg/Acid Reducer
24HR
14
osec
OTC
Treats FREQUENT Heartburn
Occurring 2 Or More Days A Week
vinco
RefluxAll®
with Continued Digestion
30 Vegetable Capsules
PROFESSIONAL FORMULATION
Your Wellness Team
RECOMMENDS
23
Be prepared to answer: What do you have for natural relief of indigestion/acid reflux?


THIS MONTH'S HIGHLIGHTS
SEPTEMBER
Keep Your Social Media Posts Local
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
NCPA
Labor Day
Patriot Day
Rosh Hashanah begins at sundown
COMING UP IN OCTOBER
Oct. 31: Halloween
E S I 27
End-cap idea: "Sore Throat HQ." Fill an entire display with lozenges: regular, sugar-free, natural, immune boosters, etc.
HOW ARE YOUR VITAMINS SELLING?

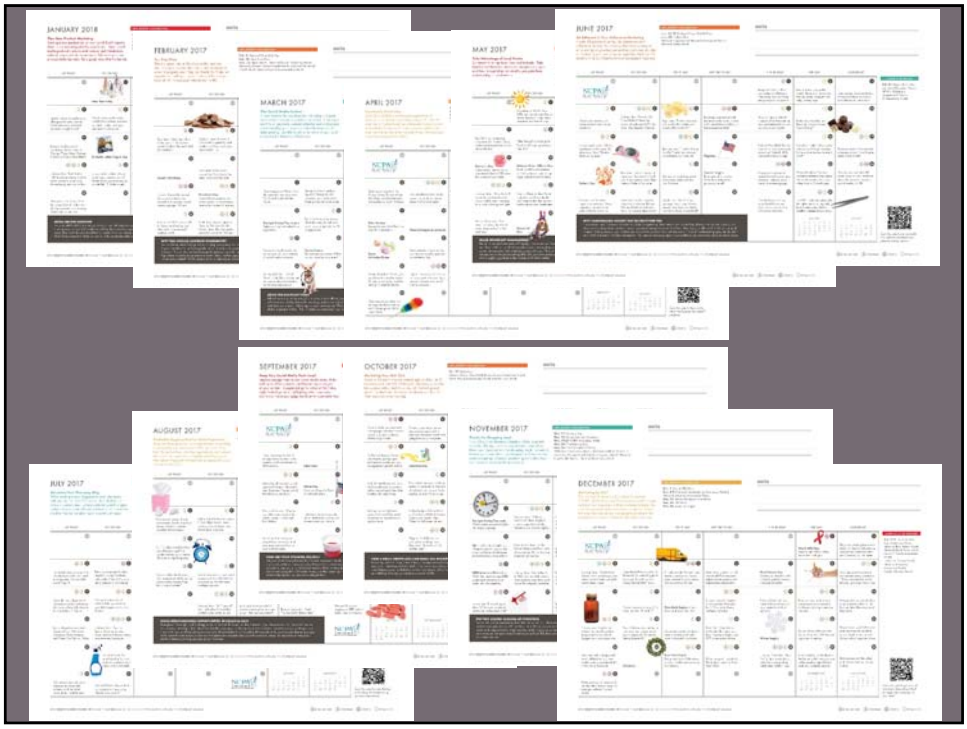
Remember, you are not selling pegboard.

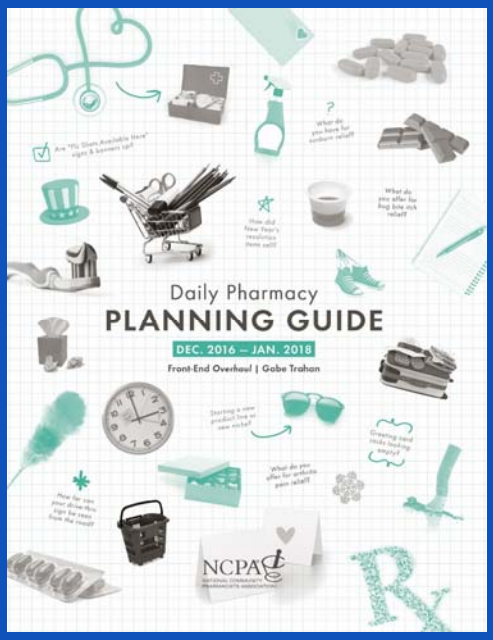
Offer different types of quality not color of labels.

NOTES

COMING UP IN OCTOBER

Oct. 31: Halloween
Adopt a Shelter Dog Month
Breast Cancer Awareness Month
Dental Hygiene Awareness Month
Healthy Lung Month

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