

Sun Care Is the New Cough & Cold

When individuals come down with a cold, their first instinct is to run to their community pharmacist and ask for free, no appointment needed, unbiased advice: “What do you have for my cold? I’m stuffed up...” The local pharmacist has always been the “go to” person for good advice. It is time to brush up on your skin protection lines because now tanning questions have evolved to sun protection questions, and there will be plenty of questions coming your way. No longer do you hear, “Do you recommend SPF 8 with deep tone bronzer?” The questions now are, “Do think sport spray-on SPF 50 moisturizer with Helioplex in an earth-friendly container is an effective sunblock, and if so, how often will I need to apply it?” “If I use SPF 50 sparingly, will I still need to take my D3 supplement?” Be prepared.



Take time to do some research. Find a brand of sun protection that you feel comfortable recommending for a young child, fair skin, dark skin, spray-on, sport, low SPF, and high SPF. Make sure to have your favorite broad-spectrum or multi-spectrum protection sunscreen for both UVB and UVA protection ready to sell. Have a go-to recommendation for sun protection that is sweat- and water-resistant, as well as a sunscreen that is gluten-free. In addition, have your recommendation for sunburn relief ready because some people will forget to buy their sunscreen.

Merchandising Tip: No matter what size store you have, every store needs a well-stocked end-cap or four-foot section of sun protection products. Go ahead and purchase the floor displays available to you, but use them only as a secondary location. Floor displays are not a substitute for a Sun Protection Headquarters. Consider repurposing the floor displays’ header cards for signage and using the product to build an attractive, complete Sun Protection Headquarters.

You will find that **merchandising by brand creates better sales** and is easier to shop than merchandising by SPF rating. Sunscreen is a very brand-loyal category. The shelf located at eye-level needs to house your premium brand(s), starting with the lowest SPF on the left and increasing to the highest SPF on the right. The one exception is to treat sunscreen for babies as a subcategory within the brand set, meaning the Coppertone SPF 30 for baby goes next to the Coppertone SPF 50 for baby, not with the other Coppertone SPF 30s.

Make sure to have numerous clip strips strung throughout the store of lip balms offering SPF protection and moisturizing qualities. Put in place signs on your sunglasses racks that read, “Protect your eyes from UVA/UVB rays!” Make sure to offer a quality line of children’s sunglasses.

Remember, sunglasses are both a fashion and health item. Fashion is a big factor in sunglasses. I’ve been in some stores that are hanging on to glasses that are as big as hubcaps and as old as a ‘65 Cadillac. One thing I learned in retail: when it comes to fashion, ugly doesn’t sell at any price. If you have shop-worn, out-of-fashion sunglasses, sell them for a dollar and hope for the best. Give it three weeks, and then donate them. It’s time to start making money with a new line.

-- Gabe Trahan, NCPA Senior Director of Store Operations and Marketing