

# Merchandising Tips for Flu Season

Millions of Americans will catch the flu this year and millions more will do their best to steer clear of getting the flu! Do your customers a great service: offer different ways to avoid the flu and find relief.

- **Minimum Space Needed:** 2 end-caps; one for flu prevention and one for symptom relief.
- **Optimum Space Needed:** Three end-caps, two for prevention one for relief. Or even better, one 8ft section with a combination of the two categories.
- **Must Have:**     **Signs are the most important item that you can display!**  
                              **Signs will promote customer awareness and action.**

## ***Samples:***

**Prevention Messages:** *Avoid the Flu!* – Start Fighting the Flu Now, Wash Your Hands Often! - *Wipe Down Household Surfaces!* - Protect You and Your Family from the Flu – (next to tooth brushes and wipes) *Throw Away Those Germs!*

**Symptom Relief Messages:** Flu Symptom Relief Center – *Flu Relief, It's Smart to Have it on Hand!* – Buy Now and Hope You Never Need It - *No one likes to shop when they have the flu!*

- **Products for Prevention End Cap:** Eye-catching sign, hand sanitizers, CDC-approved mask, disposable gloves, disinfecting wipes, toothbrushes, antiviral facial tissues, disinfectant sprays and surface cleansers, antibacterial soap, homeopathic immune boosters, time-release vitamin C, and germ fighting mouth wash.
- **Products for Relief End Cap:** Offer a selection of flu symptom relief formulations in tablets, gel-caps, powder mix, liquid, lozenges and nasal spray. Stock daytime, nighttime and combination day & nighttime relief. Display fever reducing medication in the forms of acetaminophen and ibuprofen for adults and children and NEVER RUN OUT. Have a wide choice of thermometers on hand.
- **Just a few brand names to choose from:** Dayquil, Nyquil, Mucinex , Delsym, Contac, Robitussin, Theraflu, Alka-Seltzer Plus, Triaminic, Tylenol, Motrin, Advil, Zicam, Airborne and private label.
- **Checkout counters:** Impulse display should stock hand sanitizers along with a larger poster suggesting flu prevention tips. (<http://www.cdc.gov/flu/freeresources/index.htm>)