

# Can you remember a year when no one in your town caught a cold?

I didn't think so.

Every year people get colds. The National Institute of Allergy and Infectious Diseases reports, ***“Most colds occur during the fall and winter. Beginning in late August or early September, the incidence of colds increases slowly for a few weeks and remains high until March or April, when it declines. The seasonal variation may relate to the opening of schools and to cold weather.”*** If you count the months of August and April and the months in between you come up with nine. September to March is seven. Either way that is a long selling season and it explains why cough and cold is the number one selling category in a pharmacy. Potentially you could be ordering and reordering and reordering and reordering the top selling cold relief products for seven to nine months! Stores that only inventory one or two of each item on the shelf not only have excess labor costs involved in keeping stocked but also risk running out of product, and thus forcing a good customer to go elsewhere. **Letting customers down when they feel down is never good.**

Here are a few tips to make your store a reliable cough and cold relief center:

- Identify the cold relief products **you recommend** for adults, seniors, teens, and children. Maintain a constant inventory **of eight** of each item.
- Indicate on the shelf label with a blue dot that there are to be eight of the items from now until early April.
- Make sure to offer relief items in tablet, caplet, liquid and effervescent forms.
- Stock **36** boxes of facial tissue in a combination of regular, with aloe, anti-viral, in a cube box, travel/auto size and 100+ count size boxes.
- Have no less than **36 bags** of lozenges on hand.
- Have lozenges and facial tissues available at each checkout.
- Have **six each** of the bestselling lip moisturizers, make sure to stock the **multi packs**.
- Inventory four cool mist vaporizers and four humidifiers.

Send a photo of your best cough & cold relief center end-cap to [gabe.trahan@ncpanet.org](mailto:gabe.trahan@ncpanet.org)

Stay well,  
Gabe Trahan, Front-End *Overhaul*