

# Don't Let Toothpaste Become Your Red Sneakers

## Price Sensitive



## Blind



Odd as it may seem, the retail of toothpaste in your store maybe harming sales in the Rx, OTC, DME and gift departments. There are two types of products in stores: **price-sensitive and blind items**. Price-sensitive items can be found in most personal care categories along with health-related items that are taken on a regular basis. It makes sense that a personal care item used on a daily basis, like toothpaste, would be one of the most price-sensitive products, leaving it vulnerable to the consumer's well-trained, budget-minded eye.

If priced much higher than your competition, price-sensitive items and categories could be ruining your entire store's image, just like red sneakers with a suit and tie. Understanding blind items will put you in a greater position to actually use your OTC as a draw to increase customer traffic.

**Price-sensitive products:** toothpaste, mouthwash, denture adhesive & cleaners, hair shampoo & conditioners, contact solutions, multi vitamins, vitamins C, B & D, skin cleansers, moisturizers, deodorant, antacids, Prilosec, 100+ count tablets/caplets of pain relievers, baby powder & creams, diapers, feminine hygiene, incontinence, replacement shaving blades, and shaving cream.

The good news for stores finding slow sales of the above-mentioned items can remedy the situation by lowering their zone retail pricing. It is imperative to use in-store signage, your website, social media accounts, and marketing to let consumers know that you now have even lower prices on products that people use every day.

**Blind items:** External pain relief, laxatives, upset stomach relief, bath safety, braces, homeopathy, therapeutic hosiery, eye & ear health, wound care, first aid, pregnancy tests, foot care, tooth pain relief, weight control, specialty vitamins, wart removers, and scar treatment.

**Disclaimer:** Thanks to the Internet, there are no truly "blind-priced items." The products in the blind item categories still need to be fairly in-line with your competition. Blind items typically have a larger profit margin.