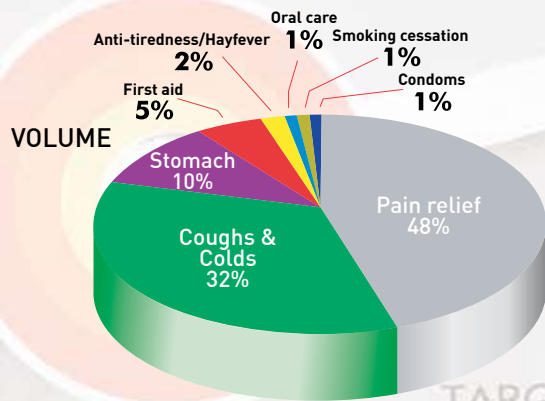


Category Healthcheck: Winter Remedies

The over the counter (OTC) medicine market is worth a massive £2.3bn



Ref. IRI. Total Grocers excl BTC & SD. 52 w/e 26 Nov 2005. (Exc Vits & M)

- Take advantage of this winter by stocking the best selling medicines in the best selling categories
- 90% sales volume comes from 3 categories
 - A. Pain relief
 - B. Winter remedies
 - C. Stomach remedies
- Merchandising the correct range is an imperative to driving your Healthcare sales
- Maximise your profitability with high margin lines e.g. Nurofen Tablets = 33% profit margin (best PIP)

* Source: TNS Panel 52 w/e Dec 2005

Core Lines:

Products by Planogram 2x1000mm

Recommended Range

P&H Code	Recommended Range	Type	Check
2572	Alka Seltzer Original 10s	Pain relief	
4616	Anadin Extra 16s	Pain relief	
20601	Aspar Paracetamol Tub 16s	Pain relief	
49126	Bonjela 15g	Pain relief	
22582	Calpol Sugar Free Sachets 12s	Pain relief	
2673	Nurofen Liquid Caps 16s	Pain relief	
9805	Nurofen Tablets 16s	Pain relief	
41389	Beecham All In One Tablets 16s	Coughs & colds	
8079	Benlyn Chesty Non Drowsy 125ml	Coughs & colds	
42878	Lemsip Max Strength 5s	Coughs & colds	
26794	Lemsip Max Strength Capsules 16s	Coughs & colds	
41375	Lemsip Original Lemon Sachets 10s	Coughs & colds	
5867	Strepsils Extra 24s	Coughs & colds	
42992	Vicks Sinex Spray 20ml	Coughs & colds	
48256	Gaviscon Handy Pack	Stomach	
26834	Gaviscon Liquid Aniseed 150ml	Stomach	
44567	Imodium Capsules 6s	Stomach	
49056	Rennie Peppermint 24s	Stomach	
45607	Rennie Spearmint 24s	Stomach	
22486	Elastoplast Fabric 20s	First aid	
26834	Savlon Cream 30g	First aid	
49504	Pro-Plus 24s	Anti-Tiredness / Hayfever	
40489	Lypsyl Original	Oral care	
40683	Durex Extra Safe 3s	Condoms	
40685	Durex Fetherlite 3s	Condoms	
22940	Durex Pleasuremax 3s	Condoms	

