

Hispanic Personal Care Planogram

Product Labels in Spanish & English

IPC offers popular hispanic personal care solutions in an easy to use 1-shelf planogram. Add these traffic boosting items to your store! The planogram comes fully stocked with 21 skus (63 items) for just \$273.18. Complete products and pricing are listed below. Each item provides a gross profit of 19-36%! Resupply products are available in the OTC Advantage catalog at www.ipcrx.com. Complete the form below to order your Hispanic Personal Care 1-shelf planogram today!



I would like to order the complete Hispanic Personal Care 1-Shelf Planogram (Total Cost: \$273.18)

Pharmacy Name _____

IPC # _____

Pharmacy Contact _____

Phone # _____

Questions? Contact Member Service

Call 800.755.1531 or email Member.Service@ipcrx.com

IPC #	Description	Display Qty	Display Price	IPC Price (Each)	SRP	Profit Margin %
5241187	De La Cruz Eucalyptus Oil 2oz	3	\$11.43	\$3.81	\$5.99	36%
5241195	De La Cruz Olive Oil 2oz	3	\$7.26	\$2.42	\$3.49	31%
5241203	De La Cruz Castor Oil 2oz	3	\$5.16	\$1.72	\$2.69	36%
5241211	De La Cruz Sweet Almond Oil 2oz	3	\$9.12	\$3.04	\$4.49	32%
5241229	Bedoyecta Multivitamin Caps 30ct	3	\$41.34	\$13.78	\$16.99	19%
5241237	Bedoyecta Max Multivitamin 4pk	3	\$9.51	\$3.17	\$4.49	29%
5241252	Broncol DietSupp Bee Hon 11.4z	3	\$21.93	\$7.31	\$9.99	27%
5241245	Broncolin Drops Honey 1.4z	3	\$7.14	\$2.38	\$3.49	32%
5241260	Colirio Ocusan Max Strength Eye Drops .5oz	3	\$13.98	\$4.66	\$6.79	31%
5241278	Picot Antacid 12ct	3	\$6.24	\$2.08	\$3.09	33%
5241286	De La Cruz Camphor Ointment 2.5oz	3	\$15.06	\$5.02	\$7.29	31%
5241294	De La Cruz Arnica Salve 2oz	3	\$13.08	\$4.36	\$6.29	31%
5241302	De La Cruz Sulfur Ointment 2.6oz	3	\$14.94	\$4.98	\$6.29	21%
5241310	Tadin Aloe Vera & Cactus Caps 60ct	3	\$11.40	\$3.80	\$5.49	31%
5241328	De La Cruz Tinctura Merthiolate 1oz	3	\$5.61	\$1.87	\$2.79	33%
5241336	De La Cruz Tincture of Iodine 1oz	3	\$5.61	\$1.87	\$2.79	33%
5241344	De La Cruz Gentian Violet 1oz	3	\$5.61	\$1.87	\$2.79	33%
5241351	Tukol Adult Cold & Congestion 4oz	3	\$20.79	\$6.93	\$9.99	31%
5241369	XL-3 Allergy Tab 10ct	3	\$21.69	\$7.23	\$9.99	28%
5241377	XL-3 Cold Medicine Tab 20ct	3	\$11.79	\$3.93	\$5.79	32%
5241385	XL-3 Xtra Cold & Cough Cap 12ct	3	\$14.49	\$4.83	\$6.79	29%
5241799	Hispanic 1 Shelf Kit	63	\$273.18			

Prices are not guaranteed and are subject to increases from suppliers.

10/24/18