



**INDEPENDENT
PHARMACY
COOPERATIVE**

PURE Encapsulations
OTC Advantage



Nothing But Pure®

More and more people are following a free-from lifestyle, whether by choice or necessity. Pure Encapsulations supports your patients' wellness with products that contain no GMOs, trans fats, many common allergens, preservatives, and other unnecessary additives and ingredients.

All products carry a minimum of 50% margins! IPC is excited to offer two planograms to get you started.



PURE SELECT 10

- 2ft shelf planogram
- Low initial investment of \$117.79
- Top 10 best-selling formulas



PURE SELECT 25

- 2ft endcap planogram
- Low initial investment of \$316.05
- A more comprehensive selection of FREE FROM premium products
- Top 25 best-selling formulas

- I would like to order the complete **PURE SELECT 10** 2ft Shelf Planogram Starter Kit (Total Cost: \$117.79)
- I would like to order the complete **PURE SELECT 25** 2ft Shelf Planogram Starter Kit (Total Cost: \$316.05)

Pharmacy Name _____

Pharmacy Contact _____ IPC # _____

Fax completed form to 1-800-274-5525.



IPC #	Description	Display Qty	Display Qty	IPC Price (Each)	SRP	Profit Margin %
		PURE SELECT 10	PURE SELECT 25			
Included in PURE SELECT 10 & PURE SELECT 25						
5269576	Pure Ascorbic Acid (Vitamin C) 1 gram 90ct Cap	1	2	\$7.88	\$17.90	56%
5269592	Pure B12 Liquid 30mL	1	1	\$7.74	\$17.60	56%
5269600	Pure B-Complex Plus 60ct Cap	1	2	\$9.37	\$21.30	56%
5269709	Pure Hair/Skin/Nails Ultra 60ct Cap	1	1	\$17.25	\$39.20	56%
5269733	Pure Magnesium (glycinate) 180ct Cap	1	2	\$15.93	\$36.20	56%
5269741	Pure Melatonin 3mg 60ct Cap	1	1	\$5.41	\$12.30	56%
5269543	Pure O.N.E.™ Multivitamin 30ct Cap	1	1	\$7.92	\$18.00	56%
5269550	Pure O.N.E.™ Multivitamin 60ct Cap	1	1	\$16.37	\$37.20	56%
5269774	Pure Probiotic G.I. 60ct Cap	1	1	\$16.81	\$38.20	56%
5269618	Pure Vitamin D3 125 mcg (5,000 IU) 60ct Cap	1	2	\$7.17	\$16.30	56%
5269790	Pure Zinc 30 60ct Cap	1	1	\$5.94	\$13.50	56%
Included in PURE SELECT 25 ONLY						
5269584	Pure B12 Folate 60ct Cap	--	1	\$7.70	\$17.50	56%
5269634	Pure Best-Rest Formula 60ct Cap	--	1	\$12.58	\$28.60	56%
5269642	Pure Biotin 8mg 120ct Cap	--	1	\$8.89	\$20.20	56%
5269659	Pure Calcium with Vitamin D3 180ct Cap	--	1	\$11.70	\$26.60	56%
5269667	Pure CoQ10 120mg 30ct Cap	--	1	\$14.78	\$33.60	56%
5269782	Pure Defense w/NAC travel pack 20ct	--	1	\$6.34	\$14.40	56%
5269675	Pure Digestive Enzymes Ultra 90ct Cap	--	1	\$12.94	\$29.40	56%
5269683	Pure DIM Detox 60ct Cap	--	1	\$19.71	\$44.80	56%
5269691	Pure Glucosamine Chondroitin with MSM 60ct Cap	--	1	\$14.12	\$32.10	56%
5269717	Pure Iron-C 60ct Cap	--	1	\$4.66	\$10.60	56%
5269725	Pure Magnesium (citrate) 90ct Cap	--	1	\$6.69	\$15.20	56%
5269758	Pure O.N.E.™ Omega 30ct Cap	--	1	\$15.14	\$34.40	56%
5269766	Pure Potassium (citrate) 90ct Cap	--	1	\$6.12	\$13.90	56%
5269568	Pure Vitamin A 3,000 mcg (10,000 IU) 120ct Cap	--	1	\$3.96	\$9.00	56%
5269626	Pure Vitamin E (with mixed tocopherols) 90ct Cap	--	1	\$12.58	\$28.60	56%
5269923	PURE SELECT 10 2ft Shelf Planogram	11		\$117.79		
5269915	PURE SELECT 25 2ft Endcap Planogram		30	\$316.05		

Order today from the OTC Advantage Catalog at www.ipcrx.com! Use the catalog to resupply and help meet the low \$300 minimum order to qualify for free shipping!