



Drive customer loyalty and improve your bottom line

The **Promotional Autoship Program** consists of top-selling Health Mart® brand products to help you build front-end profits.

Consumer value

Year-round deals on popular products

Store savings

20–30% savings and up to 60%+ retail gross margins

Customer loyalty

Build connections with your patients while driving trial

Promotional support

POP materials included in the Health Mart Circular

PROMOTIONAL SCHEDULE: JULY–DECEMBER 2021 | 6-MONTH INVESTMENT UNDER \$315

CATEGORY	PROMO MONTH	DISPLAY TYPE	SELLING UNITS	DISPLAY ECONO (BUY)	DISPLAY DESCRIPTION	OPEN STOCK ECONO	REG PRICE	PROMO PRICE	SAVINGS %	MSRP	RLT GROSS PROFIT
Digestive Health	July	Counter Unit	4	3416815	HM Clearlax Powder Laxative 2 x 4.1 oz. Buy 1, Get 1 Free	3416815	\$28.16	\$20.50	27%	\$6.79	25%
Vitamins	August	Counter Unit	9	2304640	HM Immune Support Counter Display - Save up to 25%		\$41.43	\$33.38	20%		
			2		HM Elderberry Gummies 60	1520188	\$16.80	\$13.44	20%	\$9.99	33%
			2		HM Elderberry 5mg Gummies 60	3797479	\$8.20	\$6.56	20%	\$6.49	49%
			2		HM VIT C ORNG Chew 500mg 100	3793692	\$8.48	\$6.78	20%	\$6.29	46%
			3		HM Zinc 50mg TB 100	3911740	\$8.25	\$6.60	20%	\$5.49	60%
Upper Respiratory	Sept.	Counter Unit	4	2331627	HM Nasal Spray (Fluticasone) 2-Pack Display		\$80.56	\$64.45	20%		
			8		HM Allergy REL Nasal 72 SPR	1595008	\$80.56	\$64.45	20%	\$13.99	42%
Analgesics	Oct.	Counter Unit	4	2321222	HM Diclofen Top 1% 100g DIS		\$41.96	\$33.57	20%	\$11.99	30%
			4			1528298	\$41.96	\$33.57	20%	\$11.99	30%
Digestive Health	Nov.	Counter Unit	6	2321651	HM PPI 28+24 BNUS Counter DIS		\$69.81	\$55.85	20%	\$14.99	38%
			3			2226975	\$41.16	\$32.93	20%	\$14.99	27%
			3			3624343	\$28.65	\$22.92	20%	\$14.99	49%
Upper Respiratory	Dec.	Counter Unit	8	2327534	HM Mucus Relief - \$8.99 Each (Save over 25%)		\$52.54	\$42.03	20%		
			2		HM Mucus REL ER 600mg TB 20	3798014	\$11.44	\$9.15	20%	\$8.99	49%
			2		HM Mucus REL ER 1200mg TB 14	3798022	\$12.58	\$10.06	20%	\$8.99	44%
			2		HM Mucus REL DM 1200mg CPL 14	3987468	\$14.26	\$11.41	20%	\$8.99	37%
			2		HM Mucus REL DM 600mg CPL 20	3987476	\$14.26	\$11.41	20%	\$8.99	37%

Note: Savings and retail gross profit percentages are based on Zone B retail pricing and selling all units as suggested.

Quantities and delivery: One display is automatically delivered one week before the promotional month

ORDER

To enroll: visit my.healthmart.com and select opt in on the Autoship program tile

To order additional displays: email HealthMartOperations@McKesson.com

Recommended next steps

- Review the detailed schedule with product information to help you plan ahead.
- Find a prominent location for display (e.g., pharmacy counter, end cap, heavy traffic aisle).
- Post this schedule in a prominent location for all team members to review.
- Place order for additional displays at least 60 days before the promotional month begins.
- Take advantage of the extra deals and promotional support by participating in the monthly Health Mart Circular.

Prices and product availability subject to change based on market conditions. McKesson reserves the right to modify terms of the program as required.



McKESSON

Health Mart is proud to be a member of the McKesson family, sharing in the collective industry knowledge and experience residing within all of the McKesson corporate affiliates. Since 1833, McKesson has been committed to the success of independent pharmacies through the delivery of innovative programs and reliable distribution services. Learn more at mckesson.com.

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