

DRUG STORE NEWS

Engaged Readership.

Retail pharmacy decision-makers are always looking for that new product to include on their shelves and get into consumers' hands. Do you have what they need?

The *Drug Store News Product News Digest* e-newsletter, delivered every month to over 64,000 retail subscribers, spotlights your products for their consideration. Each *Product News Digest* placement features a large, hi-impact four-color photo of your product, plus a 50- to 75-word description.

Promote your products here to influence buying decisions out there.



Targeted reach.
64,000 unique emails.
30% average gross open rate.
Every month.

Targeted Intelligence

DRUG STORE NEWS

PRODUCT NEWS DIGEST

GOODY®



Did you know that the new Spin Pin from Goody Simple Styles™ is the #1 item in hair accessories? TV ads and word of mouth on Facebook and Twitter have the collection flying off store shelves! Women can create the perfect undone bun, voluminous ponytail, volume boost or modern updo with 4 clever little tools that make styling a cinch. Get the new collection from Goody® TODAY!

For more information contact: Jodi Modreski 269-792-0209 or Jodi.modreske@newellco.com or Visit: www.goody.com

INTIMORE



Individual wipes for women on the go at home, at work, sports, while travelling anytime. Gentle & anti Itch wipes.

- The only wipes to contain Lactic Acid necessary to maintain healthy PH levels in sensitive areas
- Reduces Irritation and prevent vaginal discharge
- Contains natural herbs including Allantoin.
- Suitable for daily use for all day odor protection
- Preservative Free No Parabens or SLS/SLES
- Alcohol free!
- Hypoallergenic & clinically tested
- The product contains 20 Pcs. individually wrapped clothes.

For more information please contact Jason Carik, 847-490-0444, or: jcarik@bergmarketing.com or visit www.intimore.com

HEWLETT-PACKARD 10S SCIENTIFIC CALCULATOR



Add the 10s Scientific Calculator to your back to school line-up! This scientific solar calculator is perfect for students taking General Math, Pre-Algebra, Algebra, Trigonometry, Statistics, Geometry or Biology. Quickly calculate statistics, permutations, combinations and factorials or solve trigonometry and inverse functions. SKU# 2068210.

For more information contact: Roxanne Leone 310-952- 5893 or Roxannel@synnex.com or [Visit our Website](#)

LIPOTRIAD



Lipotriad, a unique vitamin for eye health, has just begun to ship to retailers with a brand new look. Lipotriad contains generous amounts of vitamins, minerals and antioxidants to help people at risk of Macular Degeneration take care of their eyes. This non-curable eye disease affects millions of people every year by causing a loss of sight. A daily dosage of two easy-to-swallow Lipotriad tablets helps keep eyes healthy and therefore helps prevent the onset or worsening of macular degeneration. Lipotriad is also in an easy-to-swallow coated tablet.

Lipotriad includes the key ingredients of Lutein and Zeaxanthin. Lipotriad also represents a great value, as it is priced lower than the market leader. Lipotriad is available in a 60 count bottle and is stocked by quality pharmacies or can be purchased on line at www.lipotriad.com. Lipotriad is manufactured in America.

Since 1953, Lipotriad has been there to help you take care of yourself.

For information about Lipotriad, please contact: Joan McCabe at 203-561-0970 or joan@lipotriad.com or visit us at www.lipotriad.com

E-NEWSLETTER RATES, SPECS, DEMOGRAPHICS & SCHEDULE

Product Watch - Ad Spots	Net
Top Tier Positions - 1 to 12	\$600
Mid Tier Positions - 13 to 24	\$500
Open Tier Positions - 24 and Above	\$300
Product Watch - Single	Net
Single Sponsored Product Watch	\$7,500

Description	Image Specs	Formats
Single Product Feature Allows for a logo, product image & max. 50 words of copy (links allowed).	150 x 150 pixels 250 kb max. file size 72 dpi	Acceptable Formats: gif, jpeg, jpg Animation: Yes Flash/Rich Media: No

Month	Launch Date	Closing Date
2010		
Sept.	9/30	9/24
Oct.	10/29	10/22
Nov.	11/24	11/19
Dec.	12/30	12/22
2011		
Jan.	1/27	1/21
Feb.	2/24	2/18
March	3/24	3/18
April	4/28	4/22
May	5/26	5/20
June	6/30	6/24
July	7/28	7/22
Aug.	8/25	8/19
Sept.	9/29	9/23
Oct.	10/27	10/21
Nov.	11/23	11/18
Dec.	12/29	12/21

Outlook 2007 Email Rendering

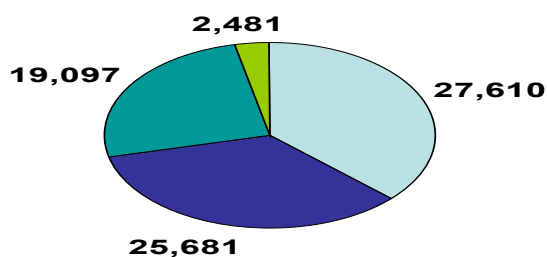
Outlook 2007 uses Word 2007, and not Internet Explorer to render HTML emails. This has the following implications:

- No support for animated gifs
- The image will be rendered as static, only the first frame will display. Ensure your animated gifs have a link in the first frame.
- No support for Flash or other plug-ins
- Email was not designed for Flash, this is not a new issue as it has always been a problem.

Please take this into consideration when designing your ads.

**New Product Digest Subscribers:
64,000+ unique**

New Product Digest Newsletter Titles



FOR MORE INFORMATION

Wayne Bennett
 Publisher
 212-756-5157
 wbennett@drugstorenews.com

Production Questions and Material Submission:
 Tracie Palmer, E-Mail Marketing Manager
 813-627-6738
 tpalmer@lf.com