



TRADE ASSOCIATION FOR REGIONAL DRUG RETAILERS, WHOLESALERS, AND SUPPLIERS

# FRONT END FOCUS

## Devine Words

We are well into our 4<sup>th</sup> quarter and it appears that the consumer is coming back! Make sure you do not run out of staples too early. Try and make your store shout VALUE from the front of the store to the back.

Place TPR's (Temporary Price Reductions) on slower moving items. Have some sort of specials on all your check-out counters. Make sure all your cashiers know what you have on sale. Don't neglect the "Basics". If they don't sell this week, then they will sell next week. Make a selection of basics for a stocking stuffer suggestion area.

Stay in stock on "As Seen on TV" items. They will sell right up to December 24. Make sure that you consolidate as you sell down as they make great last-minute gifts. Make your sales plan now for the day after Christmas. Many import items can be sold at half-off and still provide you with a great gross profit.

Be prepared to fill up empty shelves and end caps with commodity items, food and snack items, and store-brand products. Double check your cough & cold section, your analgesic section, and your antacid section as these sales tend to grow

between December 26 - January 1.

Again, please check to make sure your store shouts VALUE in all departments. Speaking of value, wait until you see what we have to offer at our CDMA 85th Anniversary Trade Expo in Orlando January 26 through 30! We hope to see you there.

Have a great Christmas selling season and a happy, healthy, and prosperous New Year.

Jim Devine  
President, CDMA



Have you visited CDMA's website, [www.chaindrug.com](http://www.chaindrug.com) lately?

We have added a new Category Management section with news and views from your Category Manager.

Buyers, check out our online ordering system, guaranteed to make your ordering easier. Visit often for hot buys, weekly specials and frequent updates. Let us know what you think!

## Growing Your Business?



**Then you can't afford to miss our next annual Trade Expo!**

**Attend CDMA's 85th Anniversary Trade Expo, January 26-30, 2011 in Orlando, FL at the Orlando Hilton!**

Supplier Spotlights	2-5	Direct Import	8
Show Recaps	5-8	CDMA Ad Program	8
Member Spotlights	6	Welcome New Members!	9-10
Upcoming FSA Changes	7	CDMA Employee Spotlights	11

Perk Up...  
With Boston's Best Coffee!

Want to see your holiday sales increase? Of course you do... Boston's Best Coffee Roasters has the perfect festive solution to "perk up" your holiday sales and your customer's spirits, too! We took our best premium coffee flavors and dressed them up for the holidays. Every coffee lover will appreciate giving and/or receiving them as gifts.

The vibrant colors, whimsical design and attractive price point will promote their initial purchase. The quality will bring them back to the store for more. Keep our perfect pot packets on the check-out counters to capture that impulse purchase – at just \$1.00 per packet, stockings will be stuffed with coffee all across town. Display a 12 oz. shipper in both your Christmas gift and your grocery aisles for easy access to all shoppers.

Frosty's White Chocolate, Grandma's Iced Gingerbread, Nutcracker Sweets Vanilla Hazelnut and Rudolph's Donut Shop Blend – start a holiday tradition today that is sure to be successful for years to come.



For more information, contact Jaime Zaguroli at CDMA at 800-935-2362, x677 or [zaguroli@chaindrug.com](mailto:zaguroli@chaindrug.com).



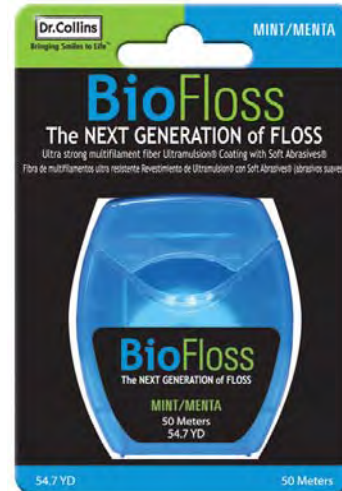
*Boston's Best*  
COFFEE ROASTERS

See us at CDMA's 85th Anniversary Trade Expo in Orlando this January!

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New Dental Floss launches;  
Features Innovative Technology

Dr. Collins launched their new BioFloss, "the next generation of floss" on September 10, 2010, and already it is proving its namesake without any trouble.



Dr. Collins BioFloss is made of a strong multifilament fiber that doesn't shred or break. These multifilaments fan out when you floss, spreading over a greater surface area of your teeth. BioFloss also features Soft Abrasives®, a polisher added to the filaments to remove plaque and debris more effectively.

But perhaps the greatest innovation is that BioFloss is not coated in wax like most floss on the market. It instead has a patented coating of high viscosity silicones called Ultramulsion®. Ultramulsion allows the floss to easily slide between the teeth like waxed floss, but is able to pick up plaque way more efficiently. The Ultramulsion® coating delivers a lasting mint flavor that leaves your mouth feeling fresh and clean. Once you try it, you'll never feel the same about flossing again!

For more information, contact Jamie Zaguroli at CDMA at 800-935-2362, x677 or [zaguroli@chaindrug.com](mailto:zaguroli@chaindrug.com).

**Dr. Collins**

Bringing Smiles to Life™

## Integrity Health - For the Upcoming Diet Season

Founded in 1998 by Gina Broccolo, Integrity Health Group was built on Gina's own weight loss struggles and ultimate success through her creation of FLUSH THE FAT WITH INTERNAL FLUSH.

Promoting overall health and wellness, the product is supported by a free 14-day "clean" meal plan and exercise program. Gina personally lost 75 pounds by combining INTERNAL FLUSH with healthy diet and exercise and has kept the weight off for over ten years.

INTERNAL FLUSH is a dynamic cleansing formula designed to safely and effectively remove waste and toxins from the body, allowing consumers to maintain regularity while replenishing their digestive tract with a high quality probiotic. The elimination of toxic waste allows the body to better absorb vitamins, minerals, and supplements, resulting in optimal results from any diet or weight loss effort, setting the body up for overall better health.



INTERNAL FLUSH contains all-natural, gently-effective herbs that synergistically work together: Cascara Sagrada, an all natural laxative, Red Raspberry Leaf to tonify the colon walls, Psyllium Seeds and Ground Flaxseeds which act like a scrub brush in the intestines, Rhubarb Root and Goldenseal Root to heal the enflamed mucous membranes and Ginger as a detoxifier and digestive aid.



Integrity Health Group manufactures safe, all-natural and effective products alongside simple fitness, diet and meal guides for its customers, keeping them on the right track to losing weight and maintaining a healthy lifestyle.

Plan ahead for the upcoming holiday season and New Year resolutions with INTERNAL FLUSH. Numerous Sales and Marketing tools are readily available to help educate both the retailer and consumer with any questions that may arise.

For more information visit [www.flushthefat.tv](http://www.flushthefat.tv), call us toll-free at 1-800-360-4179 or contact Jamie Zaguroli at CDMA at 800-935-2362, x677 or [zaguroli@chaindrug.com](mailto:zaguroli@chaindrug.com).

Integrity

Health Group

## Sony Electronics Redefining Retail Photo

The Photo Marketing Association (PMA) estimates that 18 billion prints will be made by U.S. consumers in 2010. About 42% will be made in retail environments such as drug stores. Self-serve kiosks have quickly evolved into a value-added convenience that drugstore owners rely on and consumers expect.

This phenomenon is driving the photo kiosk business. Consumers consider the drugstores to be a convenient place to shop and want to make their shopping trips as efficient as possible—offering photo printing lets them do that. The benefit to the store owner is additional revenue and more time in the store, which studies have shown directly translates to increased sales.

At Sony, we believe instant photo is a service, not a department, and we make solutions that are easy to support and sustain. We've done the research and asked the retailers what is important when adding photo services—simple to maintain is the number 1 priority. A dedicated photo department requires additional staff. Other kiosks are difficult to sustain requiring dedicated staff and in some cases technical expertise. If the operating system crashes, the staff immediately reaches for the 'out of order' sign.

With Sony, it's easy. The Sony SnapLab photo kiosk is solid-state. There is no Windows operating system that can crash. Sony's legacy was built on digital so we'd like to think we know what we're doing. The machine is extremely simple to support. Turn it on and feed it with paper. When it runs out, simply add a new roll. We offer payment release options that streamline the process for the clerk to receive payment from the customer and release the prints.

Sony also offers remote monitoring and management software, compatible with any PC allowing corporate to keep an eye on sales metrics, manage add-ons like seasonal borders, graphics and attract screens and update promotional offers remotely at any time.

# SONY

For more information, visit [www.sony.com/retailphoto](http://www.sony.com/retailphoto) or contact Brianne Ray at CDMA at 800-935-2362, x672 or [ray@chaindrug.com](mailto:ray@chaindrug.com).



## Body Cleansing by Health Plus, Inc.

It takes a lot of work to get to the top, but so much more than that to remain there. Having launched the perennial top selling internal cleanser, Colon Cleanse, in 1981, we have slowly grown our operations to become a fully vertical manufacturer of numerous internal cleansing products featuring superior quality psyllium, and related supplements to ensure a natural, effective internal cleanse and/or detox.

Health Plus, Inc. also has a drug manufacturing license, is GMP certified and performs private label for all its superior quality supplements. The company recently invested in its own on-site QA/QC laboratory, allowing both for quickening the rate of manufacture and lessening overall costs to its customers.

Health Plus, Inc. has long been a trusted brand by millions of consumers nationwide, and all our products are economically priced, spurring brand loyalty and repeat sales. We also invest heavily in consumer print advertising, driving customers to our drug store partners.

Health Plus, Inc. provides product collections that include Colon Cleanse (including several Super Colon Cleanse and Tea SKUs), Max (targeted digestive support), Sports Supplements (fat burners), Multivitamins (Ora Plus and Brain Vita), and our innovative Total Body Cleanse program (targeted cleanses for specific organs and systems).

To support our mission of "cleaning," we also offer whimsical promotional products such as our Poo Meters and T-shirts, as well as beautiful gem-colored water bottles.

Most important, we are responsive to our retail partners and to our consumers. Please visit us at [www.healthplusinc.com](http://www.healthplusinc.com), or call 800-822-6225. For more information, contact Jamie Zaguroli at CDMA at 800-935-2362, x677 or [zaguroli@chaindrug.com](mailto:zaguroli@chaindrug.com).



See us at CDMA's 85th Anniversary Trade Expo in Orlando this January!

## For Dry, Cracked Winter Skin



Since the winter months are fast approaching, your customers will be looking for Zim's Crack Crème. With the original formula being developed by a pharmacist over 50 years ago for cement workers who suffered with dry, cracked hands & feet, the brand has expanded to offer creamy daytime, heels & feet, diabetic and lip formulations. All products continue to

include the herbal ingredients arnica extract and myrcia oil found in the original formulation, and are excellent for those suffering from dry, cracked winter skin on hands, feet, elbows, knees, and cuticles.

For more information, visit [www.perfectaproducts.com](http://www.perfectaproducts.com) or contact Jamie Zaguroli at CDMA at 800-935-2362, x677 or [zaguroli@chaindrug.com](mailto:zaguroli@chaindrug.com).



PERFECTA PRODUCTS, INC.

## Pierre Fabre Presents Avène

Known for its long history in treating atopic dermatitis, the Avène Thermal Spring Water is the only thermal spring water bottled directly from the source and packaged in a sterile environment to guarantee purity and maximum skin benefits. Its unique composition is proven to soothe inflammation, itching, redness and general sensitivity as it softens, protects and purifies the skin. **Avène Thermal Spring Water is recommended by dermatologists worldwide.**



### Key Benefits:

- More than 300 studies have been conducted by Pierre Fabre laboratories and independent researchers to demonstrate its soothing properties
- Rich in silicate and trace elements including iron, manganese, zinc and copper
- A pH of 7.5 won't sting or burn and can be sprayed on open wounds
- Provides anti-oxidant protection with an optimal calcium/magnesium ratio
- A low mineral content won't dry out skin
- Naturally bacterial pure
- Constant temperature of 75°F, 25.6°F

For more information, contact Jamie Zaguroli at CDMA at 800-935-2362, x677 or [zaguroli@chaindrug.com](mailto:zaguroli@chaindrug.com).



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## Pharmacy Optical is Profitable!

Ophthalmic Management Company, a CDMA member, has just finished its annual review of their "Pharmacy Optical" stores, which it sets up and manages.

While independent pharmacists around the country are seeing hard financial times, small market pharmacies with optical departments have fared better than usual. Alan Sandman, OMC's Vice President of Marketing, discovered glowing numbers in optical departments from Mt Vernon, IL to Salina, KS.

Alan thinks the economy drives people into their local pharmacy optical where the average pair of prescription eyeglasses cost \$104 compared to \$275 at the local

optometrist's or optician's store. With reading and distance prescription eyeglasses, including a frame, costing only \$39.95, it's no wonder that pharmacy optical stores have a reputation of value for the dollar. The average optical department yielded between \$6,600 and \$18,000 per month. Alan thinks that pharmacy that doesn't go after this business is missing a golden opportunity. Not every pharmacy environment is conducive to optical, but OMC is experienced enough to recognize the perfect match.

For more information about this service company, please contact Brianne Ray at CDMA at 800-935-2362, x672 or [ray@chaindrug.com](mailto:ray@chaindrug.com).

## First Aid Research



**Bacitracin Plus** is the only national brand bacitracin on the market today. It is geared for the consumer who will only purchase a national brand product for their family. Typically, these are people of higher and lower income.

**Bacitracin Plus** is sold nationally in over 30,000 drug, food and mass stores. **Bacitracin Plus** is the #35 ranked sku in first aid ointments, creams and applications. This puts it into the top 6% of all skus ranked. In September, 2010, MMR Magazine listed **Bacitracin Plus** as the # 4 "impact and growth brand in first aid ointments and antiseptics.

Additionally, we offer **Maximum Strength Bacitracin Plus** which is the only brand of bacitracin on the market today that contains pramoxine, a local pain reliever. **Bacitracin Plus** is an extremely profitable product. A 1 oz tube costs the same as a ½ oz tube of Neosporin. Both **Bacitracin Plus** and **Max Strength Bacitracin Plus** are offered in 12 piece clear gravity fed dispensers, which are very popular in the first aid season (generally spring and summer months).

For more information, contact Jamie Zaguroli at CDMA at 800-935-2362, x677 or [zaguroli@chaindrug.com](mailto:zaguroli@chaindrug.com).

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## School &amp; Office

CDMA attended the annual ECRM School and Office conference September 13-17, 2010 in Atlanta, Georgia. This 4 day show covered product opportunities ranging from pens and pencils to activity books and lunch bags. An obvious trend at the show was "fashion driven" designs on poly folders, notebooks, and stationary. Vintage looks and patterns, across all categories, offered a fashion geared design for every person's style.

Another prevalent trend was laptop cases. With the iPad and mini notebook computers emerging in 2010, people are carrying computers of all kinds anywhere and everywhere. Consumers are looking for a case that protects, shows personality, and allows for easy and convenient travel. A new and unique product at the show, presented by Helix, was a portable medicine safe that stores and locks prescription medicines. This particular safe prevents children or teens from taking medicines not intended for them. Helix recently became a member of CDMA, and will be at our 85<sup>th</sup> Anniversary Trade Show in January!

Overall, the show stayed true to presenting basic opportunities in the school and office category, but also focused on having something for every consumer's personality style. The days of writing with a plain yellow pencil and plain white paper are gone. Now your personal "stamp of preference" is available, from breast cancer message pens to licorice smelling pencils!

## CDMA Attends the 112th Annual NCPA Trade Expo

The Annual NCPA Convention & Trade Expo was held October 23-26 in Philadelphia, Pennsylvania. There were more than 200 exhibitors offering a variety of products and services. It gave attendees an insider view of the latest in the pharmacy industry.

This was a great opportunity for CDMA to connect with our current retail and wholesale members and to find new ones. The trade floor was buzzing with people all three days. We

are currently following up with several retailers who are interested in becoming members of CDMA.

Several CDMA suppliers were also in attendance. Five of our Platinum members exhibited at the expo: Pacific World (Bio Oil), 21<sup>st</sup> Century Vitamin, Flavor X, Prince of Peace (Tiger Balm) and TheraPearl. They are very excited about attending our upcoming 85<sup>th</sup> Anniversary Trade Expo in January.

## Davidson Drugs... "More Than Just a Drug Store"

In mid-September, Judy Aspinall and Cheryl Mudd traveled to the great state of Florida to visit Davidson Drugs, who has been a CDMA Member for 5 years. Davidson Drugs was founded in 1958 and has three stores located in Sarasota, Florida.



Richard Davidson, President of Davidson Drugs and his staff have made their stores the destination for Beach items, Gifts and Souvenirs. As you may have guessed, these are profitable categories for their stores since vacationers are a large percentage of their customer base.

Some unique services they offer their loyal customers are an in-store Post Office, internet access, a fast and convenient home delivery service, and a 24-hour photo service. Richard is also thinking of expanding into hardware items.

Judy and Cheryl enjoyed their visit to Davidson Drugs to learn how CDMA can help bring more profit to their front ends. For more information about these family-owned stores, visit [www.davidsondrugs.com](http://www.davidsondrugs.com) or stop by and see for yourself next time you're on vacation in beautiful Sarasota, Florida!

## Planning CDMA's Future

CDMA's Strategic Planning Committee met September 16 & 17 in Las Vegas, immediately following the True Value Fall Market.

Meeting attendees included Bill Earnest of Kopp Drug, Paul White of Medicine Center/Medicine Shoppe Pharmacies, Jim Salley of Frank W. Kerr, Jim Devine, Bob Messick and Judy Aspinall of CDMA. The meeting was led by CDMA Chairman of the Board, Jack Walker of Walker Drugs.

Time was well spent planning for CDMA's upcoming 85<sup>th</sup> Anniversary Trade Expo. Hot Buys, WOW store brand buys, 85 Buyer Prizes, a great variety of front end suppliers and a complete 4<sup>th</sup> quarter seasonal program will provide a one stop shop for CDMA Members. Goals for 2011 were discussed and set for Associate Membership, Membership, Store Brand and Trade Show Attendance.

CDMA's goal is to be a major source of everyday and seasonal front end products and services for our Members.

## Sentry Drug Centers Celebrates their Grand Opening

CDMA Member, Sentry Drug Centers celebrated their Grand Opening on September 11, 2010. They first opened their doors in 1972 where Buddy Pigg cut the ribbon. Almost 40 years later, Buddy's son, Todd Pigg, cut the ribbon at their new 6,500 square feet freestanding building.

They gave out more than 500 hotdogs & drinks, Panther tickets & a Gatlinburg, TN trip, while broadcasting live on the radio. It was a grand time to mark a new beginning!

CDMA wishes Sentry Drug Centers continued success in their new location!



True Value Fall Market  
September 13-15, 2010  
Las Vegas, Nevada

The True Value Fall Market is the kickoff for spring buying for most of the CDMA Members. The Market was a strong showing of similar commodity buys and seasonal programs that continue to make True Value an important advantage of belonging to CDMA. 43 persons attended from 23 different companies this fall and enjoyed the deals along with the excitement of Las Vegas.

Hamilton Beach brands, a longtime supporter of CDMA, sponsored our Member's breakfast at Caesar's Palace. Bob Drinkall gave information on the deals available on Hamilton Beach and Proctor Silex products, in addition to insight on the kitchen appliance category. Members shared what they found on the Market floor and what has been working well in their businesses back at home.



The next True Value Market follows the 85<sup>th</sup> Anniversary Trade Expo in January. If you are not a member of True Value and want to see what it's all about, contact Mike Horka at 800-935-2362, x673 to learn more about the program or attend the next Market as a guest.

**The following CDMA Members won prizes from various departments at the 2010 Fall True Value Market:**

1. Kopp Drug - \$1,000  
Electrical Department Credit
2. Lakeville Pharmacy - \$1,000  
Electrical Department Credit
3. Fruth Pharmacy - 16G iPad  
Lawn & Garden Dept
4. Louisville Pharmacy - \$250  
Visa Gift Card - Seasonal Dept

What is Happening to Eligible Items for FSA?

Many customers might start wondering why they are unable to purchase their OTC items with their FSA, HRA or HSA spending account cards soon. It is important to explain the changes are a result of the Patient Protection and Affordable Care Act. Effective January 1, 2011, OTC medicines and drugs (other than insulin) must be prescribed in order to qualify as medical care for purposes of employer sponsored health plans. What is determined to be an OTC medicine or drug? Unfortunately, the OTC Notice (Notice 2010-59) issued by the IRS does not provide further guidance or specifications as to what products are truly classified as a "medicine or drug", other than insulin is not a medicine or drug for purposes of this rule. The SIGIS organization has already reviewed the current list and published the categories that will need to be removed. From the October 11 issue of Drug Store News, the following categories will no longer be eligible without a prescription: acid controllers, allergy and sinus medicine, antibiotics, antidiarrheals, antigas products, anti-itch and insect bite remedies, antiparasitic treatments, baby rash ointments / creams, cold sore remedies, cough-cold and flu medicines, digestive aids, feminine antifungal / anti-itch medicines, hemorrhoidal preps, laxatives, motion sickness medication, pain relievers, respiratory treatments, sleep aids and sedatives and stomach remedies. There is a grace period set up for IIAS merchants between the New Year and January 15. The OTC Notice indicates that the IRS will not challenge the use of debit cards for OTC drugs and medicines during this time, providing existing requirements are satisfied.

Important FACT: This guidance does not impact 90% merchants. FSA cards can continue to be used at stores and pharmacies that qualify as 90% Merchants, since these stores are not required to use an IIAS system. Per the SIGIS newsletter, "Merchants may continue to count OTC medicines and drugs as eligible medical expenses regardless of whether a prescription has been issued".

For an updated list of eligible Quality Choice items, effective January 1, 2011, please contact a Store Brand team member at (800) 935-2362 or visit our website [www.chaindrug.com](http://www.chaindrug.com).



## Direct Import Trip to China October 2010

CDMA's Mike Horka went with long-time importers Mike Fruth of Fruth Pharmacy, Bill Earnest of Kopp Drug, and Brenda McGee of Value Drug to China to create the 2011 Direct Import Program for members.

The group flew 15 hours to Hong Kong and spent time both there and on the "mainland" searching for unique products for our stores. For nearly two weeks the four traveled with Chinese agents and found a great selection of products in many different looks and patterns. A lighter, brighter green has become popular, lots of glitter items, plaid patterns, and much more will be big for 2011.

After factory visits, the Jin Han and Canton Fairs, and showrooms in Guangdong (China's most populous province) and Hong Kong, the group headed home. Over the next few months, preparations will be made to present the program to members and collect orders. Brenda McGee, Mike Fruth, and Bill Earnest work very hard with CDMA to bring this program to the membership! Many thanks to all of you!

Members have a great advantage for 2011 in that the program in its entirety, with samples, will be presented at the CDMA 85<sup>th</sup> Anniversary Trade Expo! Make plans to attend!

*China Import and Export Fair*



*Mike Horka of CDMA, Bill Earnest of Kopp Drug and Brenda McGee of Value Drug with their Chinese Agents.*

## What is New in Health, Beauty & Wellness?

This year's GMDC-HBW show was held in Orlando, Florida at the Orlando World Center Marriot from September 10-13. It was attended by Judy Aspinall, Jim Devine and Jaime Zaguroli. During the four day conference we met with over 100 suppliers.

The latest trends in Health, Beauty and Wellness are:

**Celebrity Diets/Colon Cleanse:** From Jillian Michaels to the Kardashians everyone has entered the diet market. The 2011 diet season will see a huge influx of big name stars. The colon cleanse trend is still holding strong. Today's cleansing products promise a gentle alternative to traditional harsh cleansing products.

**Hangover Remedies:** Available in pill form, liquid form and even a sucker. Hangover Remedies are popping up everywhere. Innovative packaging makes these items a must have impulse item.

**Lip Balms:** This is not your standard lip balm. We are seeing lip balms with unique packaging, a punch of color, and flavors. There is a large push for all natural products.

**Men's Grooming Products:** It is not just Old Spice in the drugstore aisle anymore. This category is growing by leaps and bounds. AXE, Dove, and Nivea, just to name a few, have introduced a men's line of grooming products.

**Organic Products:** This trend has been going strong and

there is no sign of a slow down. Everything is going towards affordable organic. This is not just a specialty category, organics are being offered for everyone's budget.

**Sinus Relief:** The Neti Pot is not just found in your local organic health food store. This item has hit mainstream. It is a safe, all natural and effective way to open up your sinuses. WaterPik has just introduced a new design without backflow. It is the newest technology on the market.

### CDMA Ad Program

Thank you to everyone that responded to our ad survey questions! It has given us direction for our 2011 ad program. We have found a new source for printing that has enabled us to lower our costs, and therefore, lower yours.



The ads for 2011 will be focused on the seasons and specialty events. We are excited about bringing new, unique and everyday items to help drive traffic to your stores and differentiate you from your competitors.

If you are interested in learning more, please contact Jaime Zaguroli at 800-935-2362, x677 or [zaguroli@chaindrug.com](mailto:zaguroli@chaindrug.com).

# Welcome CDMA's New Members of 2010!

<p><b><u>Avenue C Pharmacy</u></b> New York, NY - 1 Store</p> <p><b><u>Briargrove Pharmacy</u></b> Houston, TX - 1 Store</p> <p><b><u>Care Capital Management, Inc.</u></b> Mechanicsburg, PA - 13 Stores</p> <p><b><u>Clark's Family Pharmacy</u></b> Earle, AR - 1 Store</p> <p><b><u>Cornerstone Pharmacy</u></b> Appalachia, VA - 1 Store</p>	<p><b><u>Galaxy Drug Store</u></b> Guttenberg, NJ - 1 Store</p> <p><b><u>Innovative Health Systems/ Pharmacy Care Initiatives</u></b> Metter, GA - 3 Stores</p> <p><b><u>Marble Works Pharmacy</u></b> Vergennes, VT - 1 Store</p> <p><b><u>McLanahan Drug Store Management</u></b> State College, PA - 2 Stores</p> <p><b><u>Medicine To Go</u></b> Forked River, NJ - 3 Stores</p>	<p><b><u>Mellor's Drug Store</u></b> Brooklyn, NY - 1 Store</p> <p><b><u>Miller's Drug Store</u></b> Haverstraw, NY - 1 Store</p> <p><b><u>North Warren Pharmacy &amp; Gifts</u></b> Blairstown, NJ - 1 Store</p> <p><b><u>Park Plaza Pharmacy</u></b> Matawan, NJ - 1 Store</p> <p><b><u>Rider Pharmacy, Inc.</u></b> Fairmont, WV - 1 Store</p> <p><b><u>Rustburg Family Pharmacy</u></b> Rustburg, VA - 1 Store</p>	<p><b><u>Sai Ram Pharmacy</u></b> Brentwood, NY - 2 Stores</p> <p><b><u>Sedesco, Inc.</u></b> New York, NY - HQ 37 Stores - Istanbul, Turkey</p> <p><b><u>Vernak Farm Country Store</u></b> Skaneateles, NY - 1 Store</p> <p><b><u>Yanceyville Drug Co., Inc.</u></b> Yanceyville, NC - 1 Store</p> <p><b><u>Yorkville Pharmacy</u></b> York, SC - 1 Store</p>
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# Welcome CDMA's New Associate Members of 2010!

<p><b><u>Apothecary Products, Inc.</u></b> Prescription Vials, Unit Dose Packaging Pharmacy Supplies <a href="http://www.apothecaryproducts.com">www.apothecaryproducts.com</a></p> <p><b><u>Aqua Leisure Industries</u></b> Summer Inflatables, Swim Fins, Goggle Sets, Pool Water Games, Flotation Suits <a href="http://www.aqualeisure.com">www.aqualeisure.com</a></p> <p><b><u>ATA Retail Services, Inc.</u></b> Cross Solutions, Impulse Merchandising, J-hooks, Clip strips <a href="http://www.ataretail.com">www.ataretail.com</a></p> <p><b><u>Barefoot Science Products &amp; Services Inc.</u></b> Barefoot Science Insoles <a href="http://www.barefoot-science.ca">www.barefoot-science.ca</a></p> <p><b><u>Beauty Unlimited</u></b> Personal care beauty appliances <a href="http://www.beautyunlimited.com">www.beautyunlimited.com</a></p> <p><b><u>Boston's Best Coffee Roasters</u></b> Coffee <a href="http://www.bostonsbestcoffee.com">www.bostonsbestcoffee.com</a></p> <p><b><u>Bruder Healthcare Company</u></b> Thermalon &amp; Spa Essential Moist Heat/Cold <a href="http://www.bruder.com">www.bruder.com</a></p> <p><b><u>Camrose Trading, Inc.</u></b> Designer, Disney, and Licensed Fragrances, Pashminas <a href="http://www.camrosetrading.com">www.camrosetrading.com</a></p>	<p><b><u>Catalina Products</u></b> Home brewing system called Mr. Beer, Root Beer Kits, &amp; Refills. <a href="http://www.mrbeer.com">www.mrbeer.com</a></p> <p><b><u>Champion Treasures, LLC</u></b> Unique &amp; Innovative Licensed Sports Novelty Products which include the NFL, MLB, NCAA. <a href="http://www.championteamshop.com">www.championteamshop.com</a></p> <p><b><u>Chef'N Corporation</u></b> Housewares: Kitchen Gadgets <a href="http://www.chefn.com">www.chefn.com</a></p> <p><b><u>CMR Home Entertainment</u></b> DVD, Video Gaming Programs <a href="http://www.cinemaisionroyale.com/home.html">www.cinemaisionroyale.com/ home.html</a></p> <p><b><u>Coastal Solutions, Inc.</u></b> Bite Blaster, Jellyfish Squish, Fire Ant Coolant, Chigger Chaser, &amp; Bite Fixer <a href="http://www.coastalsolutionsinc.com">www.coastalsolutionsinc.com</a></p> <p><b><u>Cosmoda</u></b> Fashion insulated lunch bags <a href="http://www.cosmoda.com">www.cosmoda.com</a></p> <p><b><u>Creative Research Labs</u></b> Jesse's Girl Cosmetic Line <a href="http://www.jessesgirlcosmetics.com">www.jessesgirlcosmetics.com</a></p> <p><b><u>Cupecoy Home Fashion, Inc.</u></b> Photo Frames, Wall Clocks <a href="http://www.cupecoyhome.com">www.cupecoyhome.com</a></p> <p><b><u>Designer Greetings</u></b> A full line of greeting cards along with giftwrap and party supplies. <a href="http://www.designergreetings.com">www.designergreetings.com</a></p>	<p><b><u>Dube Group, LLC</u></b> Health &amp; Beauty</p> <p><b><u>EcoSmart Technologies</u></b> Insect Repellent, Planting &amp; Gardening, Organic Pesticides <a href="http://www.ecosmart.com">www.ecosmart.com</a></p> <p><b><u>First Aid Research Corporation</u></b> First Aid Wound Care <a href="http://www.firstaidresearch.com">www.firstaidresearch.com</a></p> <p><b><u>FLAVORx, Inc.</u></b> Flavorx, Flavorx Vet, Pill Glide, Fillmaster <a href="http://www.flavorx.com">www.flavorx.com</a></p> <p><b><u>FMMI</u></b> Trendy toys, General Merchandise, Impulse Items. <a href="http://www.trendytoy.com">www.trendytoy.com</a></p> <p><b><u>Forever Collectibles/ Team Beans</u></b> Bobble Heads, Collectibles, Team Magnets, Wristbands <a href="http://www.forevercollectibles.com">www.forevercollectibles.com</a></p> <p><b><u>Ganeden Biotech, Inc.</u></b> Digestive Advantage, Clearly Confident, Lactose Intolerance, IBS, Footcare <a href="http://www.ganedenbiotech.com">www.ganedenbiotech.com</a></p> <p><b><u>Greenerways Organic</u></b> Organic Insect Repellent <a href="http://www.greenerways.com">www.greenerways.com</a></p> <p><b><u>Grill Daddy Brush Company</u></b> Grill Daddy &amp; Grill Daddy Pro Barbecue Cleaning Tools <a href="http://www.grilldaddy.com">www.grilldaddy.com</a></p>	<p><b><u>Health Plus Inc.</u></b> Digestive Products. Colon Cleanse Powder <a href="http://www.healthplusinc.com">www.healthplusinc.com</a></p> <p><b><u>Helix U.S.A. LTD.</u></b> School, Home, Office Supplies <a href="http://www.helixusa.com">www.helixusa.com</a></p> <p><b><u>Honey Naturals</u></b> Zarbee's Cough Syrup <a href="http://www.zarbees.com">www.zarbees.com</a></p> <p><b><u>I Give A Dime</u></b> Stationary, environmental awareness decals, Impulse Items <a href="http://www.igiveadime.com">www.igiveadime.com</a></p> <p><b><u>ILEX Consumer Products Group</u></b> Calgon, The Healing Garden. Mists, Lotions, Bubble Bath, Mineral Salts, Epsoms Salts <a href="http://www.takemeaway.com">www.takemeaway.com</a></p> <p><b><u>Infinite Healthcare Partners</u></b> Renucell Healing Balm <a href="http://www.renuellusa.com">www.renuellusa.com</a></p> <p><b><u>Integrity Health Products, LLC</u></b> Adult Nutrition (Internal Flush, Rapid Trim, Inner Slim)</p> <p><b><u>International Bancard Corp.</u></b> Payment processing and gift card loyalty programs <a href="http://www.intbancard.com">www.intbancard.com</a></p> <p><b><u>J. America Sportswear</u></b> Tees, Sweatshirts, &amp; Hats <a href="http://www.jamericasportswear.com">www.jamericasportswear.com</a></p>
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# New Associate Members of 2010 Continued

## **Japonesque**

Beauty Fixation, Japonesque,  
Pink Line, Baby Line  
[www.japonesque.com](http://www.japonesque.com)

## **Jarden Consumer Solutions**

Cough/Cold, Electronics, First Aid/  
Wound Care, General  
Merchandise, Heaters/Fans,  
Heating Pads and Vaporizers  
[www.jardencs.com](http://www.jardencs.com)

## **John O'Maley & Associates**

Health & Beauty Broker Member  
[www.omaley.com](http://www.omaley.com)

## **Jokari/US, Inc.**

Kitchen Gadgets, Closet  
Organizational Products, Impulse  
Merchandise, Healthy Steps  
[www.jokari.com](http://www.jokari.com)

## **Joseph Enterprises, Inc.**

Chia Cat, Grass Planter, Chia,  
Fire Starter, The Clapper, The  
Ove Glove, The Sweeping Log,  
Ignite-O, As Seen on TV  
[www.chia.com](http://www.chia.com)

## **JRS Ventures, Inc.**

Photographic imaging products,  
batteries, cameras.  
[www.jrsventures.com](http://www.jrsventures.com)

## **Kramer Laboratories, Inc.**

Fungi Nail, Halfprin, Safe Tussin  
[www.kramerlabs.com](http://www.kramerlabs.com)

## **Langley/Empire Candle, LLC**

Scented Candles, Reed Diffusers,  
Citronella Candles & Accessories.  
[www.langleycandle.com](http://www.langleycandle.com)

## **Learning Resources Inc.**

Educational Children Toys &  
Activities  
[www.learningresources.com](http://www.learningresources.com)

## **Mars Chocolate - North America**

Candy, Chocolates and snacks  
[www.mars.com](http://www.mars.com)

## **Militti Sales & Promotions**

Wallets, Checkbook Holders,  
Passport Holders, Cell Phone  
Cases, MP3 Holders, Baseball  
Caps & Ski Caps  
[www.milittisales.com](http://www.milittisales.com)

## **Moen Incorporated**

Bath Accessories, Durable  
Medical Equipment, Palm  
Shower, Stackable Shower Seat  
[www.moen.com](http://www.moen.com)

## **Mueller Sports Medicine, Inc.**

Athletics, First Aid, Private Label  
Home Health Care  
[www.muellersportsmed.com](http://www.muellersportsmed.com)

## **Naturel West Corp.**

Natural Organic Agave Sweetener  
[www.naturelwest.com](http://www.naturelwest.com)

## **Nidico Group Inc.**

Kitchen textiles, towels, place  
mats, tablecloths, etc.  
[www.nidico.com](http://www.nidico.com)

## **Nordic Care, LLC**

Foot Care Cream, Skin  
Conditioner, Sea Salt Scrub,  
Mineral Mask, Foot Spray, Hand  
Cream, Bath Crystals  
[www.nordiccare.com](http://www.nordiccare.com)

## **O'Keeffe's Company**

Skin Therapy Handworking  
Cream, Gorilla Glue, Healthy Feet  
[www.okeeffescompany.com](http://www.okeeffescompany.com)

## **One Source Industries, LLC**

Displays, Packaging, Promotion,  
Fulfillment  
[www.onesourceind.com](http://www.onesourceind.com)

## **Ophthalmic Management Co.**

Eye Glass Cases, Frames,  
Cloths, Cords, Sun Clips, Lens  
Cleaners.  
[www.factoryeyeglass.com](http://www.factoryeyeglass.com)

## **Pacific World Corporation**

Bio-Oil Scar/Skin Treatment  
[www.bio-oil.com](http://www.bio-oil.com)

## **PD Rx Pharmaceuticals**

Brand and Generic  
pharmaceuticals, Unit Dose  
Products, Unit of Use, Injectibles,  
Creams, Ointments, OTC,  
Medical & Surgical Supplies.  
[www.pdrx.com](http://www.pdrx.com)

## **Pennsylvania Dutch Candies**

Chocolate Candy, Nostalgic  
Candy, Snacks, Souvenir  
Programs  
[www.padutchcandies.com](http://www.padutchcandies.com)

## **Perfecta Products, Inc.**

Zim's Crack Creme, Max-Freeze,  
Matura-Care  
[www.crackcreme.com](http://www.crackcreme.com)

## **Pierre Fabre Dermo Cosmetique (PFDC) USA**

Klorane, Avene  
[www.pierre-fabre.com](http://www.pierre-fabre.com)

## **Pioneer Photo Albums, Inc.**

Photo Albums, Scrapbooks, and  
Scrapbooking Accessories  
[www.pioneerphotoalbums.com](http://www.pioneerphotoalbums.com)

## **PPRB Marketing**

Marketing Services, Calendars  
[www.pprb.com](http://www.pprb.com)

## **Prescription Supply, Inc.**

Magnetic Jewelry, Eye Glasses,  
As Seen On TV, Umbrella's,  
Watches, Batteries, Clocks  
[www.prescriptionsupply.com](http://www.prescriptionsupply.com)

## **Prince of Peace Enterprises,**

Tiger Balm External Analgesics  
[www.popus.com](http://www.popus.com)

## **Return Solutions**

Reverse Distribution Services  
[www.drugreturns.com](http://www.drugreturns.com)

## **RexCure**

Organic Herb Itch Products  
[www.rexcure.com](http://www.rexcure.com)

## **Safety-Med Products, Inc**

Infection control products; multiple  
brands  
[www.safety-med.com](http://www.safety-med.com)

## **Sarpes Beverages**

Dream Water  
[www.drinkdreamwater.com](http://www.drinkdreamwater.com)

## **Schude Sales And Marketing,**

General Merchandise/Seasonal

## **Scott Specialties, Inc.**

Compression Hosiery, Sport Aid  
and Loving Comfort, Orthopedic

## **ScriptPro**

Pharmacy Automation  
[www.scriptpro.com](http://www.scriptpro.com)

## **ShedRain Corporation**

Umbrellas, Rain Gear  
[www.shedrain.com](http://www.shedrain.com)

## **Solax**

Foot & Chair Massaging Devices

## **Sony Electronics**

Sony PictureStation Digital  
Photofinishing Kiosk  
[www.sony.com/  
digitalphotofinishing](http://www.sony.com/digitalphotofinishing)

## **Sports Tissues, LLC**

General Merchandise, Licensed  
Tissue Boxes & Cups, Novelties  
and Houseware  
[www.sportstissues.com](http://www.sportstissues.com)

## **Steri-Bottle, Inc.**

Ready-to-use, sterile, disposable  
baby feeding bottles  
[www.steribottle.com](http://www.steribottle.com)

## **Studex Inc.**

In-store Ear Piercing Programs-  
Hypoallergenic Earring Displays  
[www.studex.com](http://www.studex.com)

## **Sure Foot Corporation**

DueNorth Ice & Snow Traction  
Aids, Foot Rubz massage ball,  
Sure Comfort Halter Half Sole  
[www.duenorthproducts.com](http://www.duenorthproducts.com)

## **Tec Laboratories, Inc.**

Health: Manufacturers of Tecnu  
(Outdoor Skin Cleanser), IvyStat  
(Poison Oak & Ivy Treatment Kit)  
[www.teclabsinc.com](http://www.teclabsinc.com)

## **Topical BioMedics, Inc.**

Topricin, Topricin Foot Therapy  
Cream, and Topricin Junior  
[www.topricin.com](http://www.topricin.com)

## **Trimfoot Co., LLC**

Infant and children footwear which  
includes Wee Kids, Gerber and  
Disney brands.  
[www.trimfootco.com](http://www.trimfootco.com)

## **Triumph Pharmaceuticals, Inc.**

SmartMouth Mouthwash,  
Toothpaste, Gum & Mints  
[www.smartmouthproducts.com](http://www.smartmouthproducts.com)

## **U.S. Cotton, LLC**

Full line of cotton products called  
Swisspers, including cotton balls,  
make-up pads, Q-tips  
[www.uscotton.com](http://www.uscotton.com)

## **Unibind Inc.**

Photobook solutions, Gift Card  
Holders, Calendars  
[www.unibind.com](http://www.unibind.com)

# CDMA Employee Spotlight

**Bob Messick** joined CDMA on September 1 as our new Senior Vice President, after spending twenty-five years with Fruth Pharmacy in West Virginia. Bob was a life-long resident of the Point Pleasant, West Virginia area and a move to Michigan was a big venture for his family.



What does Bob like most about being a part of the CDMA Team?

*"I am extremely happy and excited to be a part of CDMA. During my first two months at CDMA, I have been so impressed with the dedication of the staff and the pride they take in their jobs. Whether you are a Member or an Associate Member, the staff at CDMA is working extremely hard to bring value to your membership. I would encourage our entire membership to be active in our association by providing us with ideas on how we can improve on what we do and what we can do to help you."*

Bob can be reached at [messick@chaindrug.com](mailto:messick@chaindrug.com) or 800-935-2362, x667.



**Rachel Fallert** joined the CDMA team on October 25 as an Administrative Assistant. She's been involved in many different aspects of CDMA such as assisting us in preparing for the 85th Anniversary Trade Expo and learning the process of putting in orders.

In her free time, Rachel loves to play volleyball, cook, have movie marathons, listen to music and travel.

Rachel enjoys the variety of her job and the people! *"Everyday is different, with new projects and challenges. But it is definitely the people I work with everyday that makes being at CDMA so enjoyable, everyone is so friendly and dedicated..."*

Rachel can be reached at [fallert@chaindrug.com](mailto:fallert@chaindrug.com) or 800-935-2362, x817.

**Kristine Rouleau** also started at CDMA on October 25 as the Administrative Assistant to Mike Horka. She has enjoyed being trained from her new co-workers and has appreciated how approachable and patient they've been! It's also been interesting for Kristine to learn so many new things each day about the position, the members, and the retail world in general.



When she's not at CDMA, Kristine is out and about with her daughter and husband. *"As a family, we love to take advantage of all Michigan has to offer and can often be found attending live sporting events, shows, spending time with friends and family or enjoying seasonal attractions and festivals."*

Kristine can be reached at [rouleau@chaindrug.com](mailto:rouleau@chaindrug.com) or 800-935-2362, x669.

**Big News?**

Share it with CDMA and  
our Members by  
submitting an article for the  
Front End Focus!

The next publication deadline will be  
March 1, 2011.

Contact Cheryl at [mudd@chaindrug.com](mailto:mudd@chaindrug.com)  
for more information.



# The CDMA Staff Wishes You A Very Happy Holiday Season!

## Have a Question? Call us at 800-935-CDMA

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