

PLD's Vial Program

Add Top Selling OTC Items Including Softgels in VIALS!

Prime opportunity to capture impulse and convenience purchase at front end, checkout, pharmacy counter, or regular store set. Our vial items create smart marketing opportunities and are highly effective promotional vehicles available in two options for flexibility at retail.

- ◀ **Increase** Store Brand sales
- ◀ **Offer** convenience
- ◀ **Initiate** trial
- ◀ **Drive** Store Brand conversion
- ◀ **Initiate** promotional activity
- ◀ **Utilize** on-peg option
- ◀ **Gain** recognition of your brand while boosting sales at:
 - Front end/Checkout
 - Pharmacy counter
 - Travel/Trial



PL Developments

- ◀ Offering 16 different OTC products in vials!
- ◀ PLD vial sales increased base line business by 102% since launch Q1 2011

Products Available in Vials:

- Ibuprofen Softgels
- Ibuprofen Brown tabs & caps
- Ibuprofen Orange tabs & caps
- Naproxen Sodium tabs & caps
- Sleep Softgels
- Allergy Ultratabs
- Motion Sickness tabs
- Premenstrual Relief caps
- Extra Strength Headache Relief caps
- APAP 500 mg tabs & caps
- Anti-Gas capsules