[Subject line]

Are You Guilty of This Merchandising Mistake?

[Body]

One of the biggest mistakes you could be making in your front end is not showcasing your private label products. Why? **Private labels produce better margins** than national brands.

[**Avoid these front-end fails**](https://www.pbahealth.com/6-merchandising-mistakes-your-pharmacy-may-be-guilty-of/)

BuyLine™ now offers a wide variety of **Quality Choice private label OTC and vitamins**—all backed with a 100% money-back guarantee.

What makes Quality Choice the best choice for your pharmacy?

* 40%-70% gross margin
* 40+ product categories
* Signage, marketing, and merchandising support available
* Medicaid & Medicare reimbursable
* Only sold in independent pharmacies

To get started with Quality Choice, log in to BuyLine.

[**Start shopping**](https://www.pbahealth.com/login?redirect=%2Fbuylineapp/otc-search%2F)

For more information about merchandising and marketing services—or about making the switch to the full Quality Choice line—contact us directly.

Phone: 816-245-5700

Toll-Free: 800-333-8097

Email: buyline@pbahealth.com

[Subject line]

EXCLUSIVE: OTCs You Can’t Find Anywhere Else

[Body]

Everyone loves a good bargain—at the grocery store, at the mall, and at the pharmacy.

To boost sales and draw in new business, independent pharmacies can use specific discount strategies in their front end.

[**Discover**](https://www.pbahealth.com/7-ways-to-create-irresistible-front-end-offers/) **strategies that work**

But before you begin offering discounts, you need the right front-end OTC products on your shelves. BuyLine™ now offers **private label brand Quality Choice**:

* Up to 70% gross margin
* Premium packaging
* Not available at big-box retailers
* Medicaid and Medicare reimbursable

Ready to bring independent pharmacy’s preferred private label to your store? Shop over 300 Quality Choice products through BuyLine right now.

[**Browse Quality Choice**](https://www.pbahealth.com/login/?redirect=%2Fbuylineapp/otc-search%2F)

BuyLine also offers no-cost Quality Choice merchandising, pricing, and marketing services. For more information about these services—or about switching your current private label brand to Quality Choice—contact us directly.

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[Subject line]

SUPPLEMENT Your Bottom Line

[Body]

More than two-thirds of Americans take dietary supplements.

And they spend **$7 billion** on them at independent pharmacies every year.

Is your pharmacy taking advantage? Learn how to promote dietary supplements in your front end to drive cash sales.

[**Master the art of supplement marketing**](https://www.pbahealth.com/promote-supplements/)

Your pharmacy needs a low-cost, high-margin dietary supplement/vitamin line. And now, you can purchase one directly through BuyLine™.

With **Quality Choice private label OTC**, you’re able to stock, strategize, and profit from your front end on your own (no strings attached to your primary wholesaler). You’ll also enjoy:

* 40% to 70% gross margin
* Wide variety of categories and SKUs
* Medicaid and Medicare reimbursable
* 100% money-back guarantee

Log in to BuyLine now to shop more than 300 Quality Choice products.

[**Go to BuyLine**](https://www.pbahealth.com/login/?redirect=%2Fbuylineapp/otc-search%2F)

Interested in complimentary Quality Choice merchandising, pricing, and marketing services? Or switching your current private label to the full Quality Choice line? Contact us to learn more.

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Email: buyline@pbahealth.com

[Subject line]

If Your Patients Need Prescriptions, They Need These Too

[Body]

You know that certain prescription medications deplete the body of vital nutrients.

Do your patients know, too?

OTC products can be the answer to patients’ drug-induced nutrient imbalance ***and*** your own front-end sales. Drive profits by suggesting certain OTC products to those who take one of these 10 common medications.

[**Read the article**](https://www.pbahealth.com/10-nutrient-depleting-medications-and-otc-products-to-recommend/)

For a better OTC and supplement line, choose **Quality Choice private label**—now available for purchase in BuyLine™.

Quality Choice lets you sell high-quality products at affordable prices while still making more profit than you do on your current OTCs. In fact, Quality Choice items average a **40% to 70% margin.**

When you’re ready, log in to BuyLine to shop more than 300 Quality Choice SKUs.

[**Explore Quality Choice**](https://www.pbahealth.com/login/?redirect=%2Fbuylineapp/otc-search%2F)

Interested in complimentary Quality Choice merchandising, pricing, and marketing services? Or switching your current private label to the full Quality Choice line? Contact us to learn more.

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Toll-Free: 800-333-8097

Email: buyline@pbahealth.com

[Subject line]

The Most Lucrative Front-End Products

Experience up to 70% profit margins with Quality Choice private label OTC.

When you add a private label brand like Quality Choice to your pharmacy, you can:

* Increase front-end profits
* Offer low, attractive prices to patients
* Boast a quality line unique to your store

Read more on the benefits of private labels here:

[**Prioritize the Private Label**](https://www.pbahealth.com/unlock-your-pharmacys-front-end-potential-with-private-label-products/)

BuyLine™ makes it easy to bring private labels to your shelves. You can now browse and purchase 300+ individual Quality Choice SKUs by simply logging in.

[**Shop Quality Choice**](https://www.pbahealth.com/login/?redirect=%2Fbuylineapp/otc-search%2F)

Interested in complimentary Quality Choice merchandising, pricing, and marketing services? Or switching your current private label to the full Quality Choice line? Contact us to learn more.

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[Subject line]

The Top 4 OTCs That Always Stay Hot

Your front end presents a great opportunity to [boost cash sales](https://www.pbahealth.com/unlock-your-pharmacys-front-end-potential-with-private-label-products/) while attracting and retaining customers. These OTC product categories are always in high demand:

1. Anti-aging
2. Weight control
3. Energy
4. Stress Relief

Need a private label brand to cover these categories while bringing in better margins?

BuyLine™ now offers **Quality Choice OTC and vitamin products**—the no. 1 private label brand for independent drug stores.

300+ individual SKUs across a variety of product categories are available for purchase directly through BuyLine. Start shopping using the button below.

[**I want better OTCs**](https://www.pbahealth.com/login/?redirect=%2Fbuylineapp/otc-search%2F)

BuyLine also offers no-cost Quality Choice merchandising, pricing, and marketing services. For more information about these services—or about switching your current private label brand to Quality Choice—contact us directly.

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