

Pharmacy support

Why is TENA important to pharmacies?

- TENA...
- Drives £21 million of over-the-counter spend in pharmacies
 - provides 52 week media coverage
 - offers PR campaigns aimed at pharmacy customers



CUSTOMER SUPPORT AND POS



TENA®



1.4m people visit a pharmacy
every day in England (PSNC, 2019)



Research indicates that potentially
1 in 4 may suffer from incontinence
This equates to a daily audience of £350,000

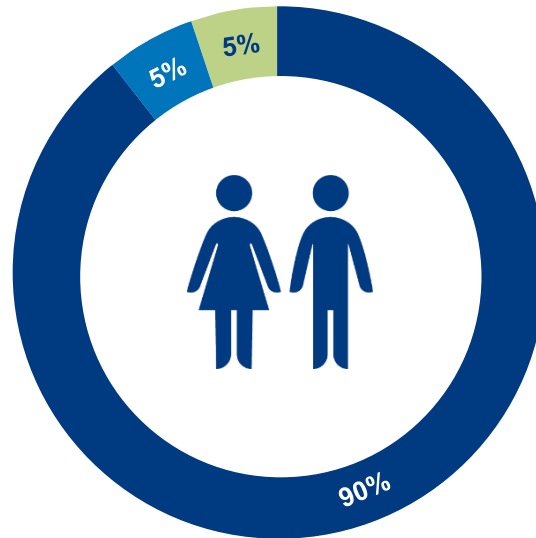


There's an opportunity to work together to convert more shoppers and create more sales.

How shoppers shop in pharmacies

Most shop for a specific product for themselves of top up on one they already use.

This means pharmacy staff can support them- ensuring they understand the range of products and purchase the one for their needs.



- Myself only
- Another adult in the household
- Another member of my family outside of the household, e.g. my parent/s
- My child/children
- Myself and someone else in the household
- Other... namely

- Big stock up shop
- Main shop
- To buy a specific item
- Top up shop

Shopper profile

Pharmacy shopper behaviour



The reluctant shopper

Men and younger women



The chatter

Female bias



The grab and go

70% of shoppers



Shopper profile

Reluctant shopper behaviour

Men and
younger women

Behaviour

They loiter around shelves and the counter, going back and forth to the area a couple of times.

Purchase

They don't want to be shopping for these products and may end up leaving empty handed or with a small subsidiary purchase.

How can pharmacists help?

Providing reassurance by approaching with open questions and showing samples.
Explaining what the pack looks like and where to find on shelves.
Provide links or literature to read in the privacy of their home.

TENA support

We provide training and advice on how to start the conversation with customers, as well as samples, information on our range and on bladder weakness.



Shopper profile

The chatter shopper behaviour

Female bias

Behaviour

They go straight to the products and will openly discuss their needs.

Purchase

They want the same products from the same brand and will discuss prices and promotions.

How can pharmacists help?

Checking on customers' product choice, asking if there's anything they need but can't find, and nurture brand loyalty.

TENA support

We provide training on how to advise on product use, along with advice cards and samples to discuss products and uses.



Shopper profile

The grab and go shopper behaviour

70% of shoppers

Behaviour

They are transaction-only shoppers, going straight to product fixture or pharmacists.

Purchase

They know the product they want, aren't open to substitutes or having a conversation about them.

How can pharmacists help?

Opening a conversation to make sure they're using the right product and see if support treatments could help, such as physio.

TENA support

We provide a training programme on product usage advice, Kegel exercises and information on other treatments.



Training for pharmacists

Educate, awareness & support



Our training for counter assistants provides them with education on different conditions and our products.



We provide simple overviews to introduce planned CPD and help with unplanned CPD.



Our training can be uploaded for internal training.





Support for pharmacists

For more information visit www.tenapharmacy.com

The world's population is ageing - increasing the need for pharmacy products and expertise

At TENA, we understand the growing challenges that pharmaceutical retailers, independent and pharmacy chains are facing as well as central to a complete and professional service. Our product range, which includes the ability to offer training, development and customer care can help you become an expert.



As the world's population ages, more and more people are using products to help them manage their health and well-being.

Pharmacy chains are looking for ways to take advantage of this growing opportunity and make the most of their space for the health and beauty category.



The number of people over 60 years of age is estimated to grow by 50% over the next 20 years*

TENA ProSkin 3 step skin health approach

As skin gets older, it gets more fragile and slower to heal. At TENA we know that with incontinence, skin is even more at risk. That's why prevention is key.

A simple care routine to maintain skin health in the perineal area:

The TENA 3-step skin health solution



Every time you use TENA ProSkin products you're not just managing incontinence you're actively keeping your loved one's skin healthy. That means less time spent dealing with skin issues and more quality time to share together.



Specifically designed to maintain natural skin health



FeetDry[®] Moisturising cream

ProSkin[®] Moisturising cream

ProSkin[®] Barrier cream

ProSkin[®] Barrier cream

ProSkin[®] Barrier cream

100% agree it maintains skin health*

TENA ProSkin with Healthy Advanced is the only incontinence care product that has been independently tested. The full testing process, high ratings and more. The results are available in our white paper. Visit www.tena.com to see the full testing process.

Your business opportunity

Secure the go-to health solution for family caregivers with the TENA ProSkin range. The heavy incontinence market is growing. People are getting older, the age group 70+, where heavy incontinence is most prevalent. In doing the most value for the category.



A perfect match for your know-how

Your company's skills in incontinence care. It's a natural opportunity for you to provide professional advice.

At TENA, we understand the growing challenges that independent and pharmacy chains are facing as well as central to a complete and professional service. Our product range, which includes the ability to offer training, development and customer care can help you become an expert.

TENA Lights Range

TENA Discreet Extra Range

TENA Unisex Pants Good Housekeeping Partnership

Product Name	SKU	Price	Stock
TENA ProSkin 3x Protection	12345	12.99	In Stock
TENA Lights	67890	8.99	In Stock
TENA Discreet Extra	11111	15.99	In Stock
TENA Unisex Pants	22222	19.99	In Stock

Training material to support education material

POS to increase awareness of the range in your stores

Information to make ordering easy, supporting you to identify the right product for your customer.