

Simple & Profitable Pharmacy Support

Our multiple planogram options make merchandising easy and rewarding, with **over 2X higher profit margins** and no minimums.^{1*}



1. In comparison to average store gross profit of 23.3%, NCPA Digest, 2022.

*See back cover for product exclusions

WE'VE DONE THE RESEARCH

Pure Encapsulations studies US consumer and internal data on our bestselling products to provide you with valuable information to make product selection and stock decisions.

PURE SELECT 10 (2 ft Shelf Planogram)

Give your customer a choice of high-quality **FREE FROM** supplements for their basic health needs. Even with a minimum gross investment of \$158.70 to stock these bestsellers, you can still expect a 2:1 return when selling at MSRP.



EACH PLANOGRAM SET

EXCLUSIVE WHOLESALE COST*: \$158.70 | PROFIT AT SRP*: \$165.10 | REVENUE AT SRP*: \$323.80

Loc ID	Order Code	Product Name	Wholesale Price ^{††}	Suggested Retail Price ^{††}	Quantity	Category	Facings
1	ONE3	O.N.E.™ Multivitamin	\$11.37	\$23.20	30 capsules	Multivitamins	1
2	ONE6	O.N.E.™ Multivitamin	\$22.15	\$45.20	60 capsules	Multivitamins	1
3	A19	Ascorbic Acid capsules	\$10.49	\$21.40	90 capsules	Vitamins & Minerals	1
4	B12L	B₁₂ liquid	\$10.00	\$20.40	30 ml	Vitamins & Minerals	1
5	BCP6	B-Complex Plus	\$12.94	\$26.40	60 capsules	Vitamins & Minerals	1
6	VD56	Vitamin D₃ 125 mcg (5,000 IU)	\$9.70	\$19.80	60 capsules	Vitamins & Minerals	1
7	HSN6	Hair/Skin/Nails Ultra	\$23.72	\$48.40	60 capsules	Women's Health	1
8	MG1	Magnesium (glycinate)	\$21.86	\$44.60	180 capsules	Vitamins & Minerals	1
9	ME36	Melatonin 3 mg	\$7.16	\$14.60	60 capsules	Sleep	1
10	PGI6	Probiotic G.I.	\$21.66	\$44.20	60 capsules	Gastrointestinal	1
11	Z36	Zinc 30	\$7.65	\$15.60	60 capsules	Vitamins & Minerals	1

*Cost of shipping not included.

^{††}Pricing is subject to change and reflects the number of facings.

PURE SELECT 25

(2 ft Endcap Planogram)



Pure Select 10 plus an additional 15 bestsellers for 25 premium **FREE FROM** formulas. This provides a broader range of benefits including support for immune health, sleep & relaxation, heart health, gastrointestinal function and bone and joint health.†

EACH PLANOGRAM SET

EXCLUSIVE WHOLESALE COST*: **\$429.83**
PROFIT AT SRP*: **\$447.17**
REVENUE AT SRP*: **\$877.00**

*Cost of shipping not included

Shelf 3

Loc ID	Order Code	Product Name	Wholesale Price ^{††}	Suggested Retail Price ^{††}	Quantity	Category	Facings
1	ONE3	O.N.E.™ Multivitamin	\$11.37	\$23.20	30 capsules	Multivitamins	1
2	ONE6	O.N.E.™ Multivitamin	\$22.15	\$45.20	60 capsules	Multivitamins	1
3	VAC1	Vitamin A 3,000 mcg (10,000 IU)	\$5.69	\$11.60	120 capsules	Vitamins & Minerals	1
4	A19	Ascorbic Acid capsules	\$10.49	\$21.40	90 capsules	Vitamins & Minerals	2
5	B12	B₁₂ Folate	\$10.10	\$20.60	60 capsules	Vitamins & Minerals	1
6	B12L	B₁₂ liquid	\$10.00	\$20.40	30 ml	Vitamins & Minerals	1
7	BCP6	B-Complex Plus	\$12.94	\$26.40	60 capsules	Vitamins & Minerals	2
8	VD56	Vitamin D₃ 125 mcg (5,000 IU)	\$9.70	\$19.80	60 capsules	Vitamins & Minerals	2

Shelf 2

Loc ID	Order Code	Product Name	Wholesale Price ^{††}	Suggested Retail Price ^{††}	Quantity	Category	Facings
1	DE9	Vitamin E (with mixed tocopherols)	\$17.45	\$35.60	90 capsules	Vitamins & Minerals	1
2	BRF6	Best-Rest Formula	\$17.45	\$35.60	60 capsules	Sleep	1
3	BI1	Biotin 8 mg	\$11.76	\$24.00	120 capsules	Vitamins & Minerals	1
4	CVD1	Calcium with Vitamin D₃	\$15.68	\$32.00	180 capsules	Vitamins & Minerals	1
5	CQ13	CoQ₁₀ 120 mg	\$19.31	\$39.40	30 capsules	Heart Health	1
6	DEU9	Digestive Enzymes Ultra	\$17.74	\$36.20	90 capsules	Gastrointestinal	1
7	DD6	DIM Detox	\$27.15	\$55.40	60 capsules	Women's Health	1
8	GCMS6	Glucosamine Chondroitin with MSM	\$19.41	\$39.60	60 capsules	Bones, Joints & Muscles	1
9	HSN6	Hair/Skin/Nails Ultra	\$23.72	\$48.40	60 capsules	Women's Health	1
10	FC6	Iron-C	\$6.47	\$13.20	60 capsules	Vitamins & Minerals	1

Shelf 1

Loc ID	Order Code	Product Name	Wholesale Price ^{††}	Suggested Retail Price ^{††}	Quantity	Category	Facings
1	MC9	Magnesium (citrate)	\$9.51	\$19.40	90 capsules	Vitamins & Minerals	1
2	MG1	Magnesium (glycinate)	\$21.86	\$44.60	180 capsules	Vitamins & Minerals	2
3	ME36	Melatonin 3 mg	\$7.16	\$14.60	60 capsules	Sleep	1
4	ONO3	O.N.E.™ Omega	\$21.07	\$43.00	30 capsules	Heart Health	1
5	PC9	Potassium (citrate)	\$8.63	\$17.60	90 capsules	Vitamins & Minerals	1
6	PGI6	Probiotic G.I.	\$21.66	\$44.20	60 capsules	Gastrointestinal	1
7	PDNB2	PureDefense w/NAC travel pack	\$8.72	\$17.80	1 blister pack (20 capsules)	Immune Support	1
8	Z36	Zinc 30	\$7.65	\$15.60	60 capsules	Vitamins & Minerals	1

†These statements have not been evaluated by the Food & Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

PURE SELECT 50
(3 ft Endcap Planogram)



Pure Select 50 offers a comprehensive selection of **FREE FROM** supplements, including the bestselling products found in the Select 10 and 25, as well as a selection of niche products for antioxidant support, women’s health, sleep and more.‡

EACH PLANOGRAM SET

EXCLUSIVE WHOLESALE COST*: **\$842.67**

PROFIT AT SRP*: **\$922.98**

REVENUE AT SRP*: **\$1,810.00**

Shelf 4

Loc ID	Order Code	Product Name	Wholesale Price ^{††}	Suggested Retail Price ^{††}	Quantity	Category	Facings
1	ONE3	O.N.E.™ Multivitamin	\$11.37	\$23.20	30 capsules	Multivitamins	2
2	ONE6	O.N.E.™ Multivitamin	\$22.15	\$45.20	60 capsules	Multivitamins	1
3	MENN1	Men's Nutrients	\$35.48	\$72.40	180 capsules	Multivitamins	1
4	WN1	Women's Nutrients	\$37.05	\$75.60	180 capsules	Multivitamins	1
5	PNG1	PureNutrients Gummy	\$21.46	\$43.80	100 gummies	Multivitamins	1
6	VAC1	Vitamin A 3,000 mcg (10,000 IU)	\$5.69	\$11.60	120 capsules	Vitamins & Minerals	1
7	B12	B₁₂ Folate	\$10.10	\$20.60	60 capsules	Vitamins & Minerals	1
8	B12L	B₁₂ liquid	\$10.00	\$20.40	30 ml	Vitamins & Minerals	1
9	BCP6	B-Complex Plus	\$12.94	\$26.40	60 capsules	Vitamins & Minerals	1
10	BI1	Biotin 8 mg	\$11.76	\$24.00	120 capsules	Vitamins & Minerals	1
11	A19	Ascorbic Acid (capsules)	\$10.49	\$21.40	90 capsules	Vitamins & Minerals	1
12	VD56	Vitamin D₃ 125 mcg (5,000 IU)	\$9.70	\$19.80	60 capsules	Vitamins & Minerals	2
13	DE9	Vitamin E (with mixed tocopherols)	\$17.45	\$35.60	90 capsules	Vitamins & Minerals	1

Shelf 3

Loc ID	Order Code	Product Name	Wholesale Price ^{††}	Suggested Retail Price ^{††}	Quantity	Category	Facings
1	CC1	Calcium (citrate)	\$15.19	\$31.00	180 capsules	Vitamins & Minerals	1
2	CVD1	Calcium with Vitamin D₃	\$15.68	\$32.00	180 capsules	Vitamins & Minerals	1
3	FC6	Iron-C	\$6.47	\$13.20	60 capsules	Vitamins & Minerals	1
4	MC9	Magnesium (citrate)	\$9.51	\$19.40	90 capsules	Vitamins & Minerals	1
5	MG1	Magnesium (glycinate)	\$21.86	\$44.60	180 capsules	Vitamins & Minerals	1
6	PC9	Potassium (citrate)	\$8.63	\$17.60	90 capsules	Vitamins & Minerals	1
7	SKD6	Synergy K	\$18.52	\$37.80	60 capsules	Vitamins & Minerals	1
8	Z36	Zinc 30	\$7.65	\$15.60	60 capsules	Vitamins & Minerals	1
9	CUB56	Curcumin 500 with Bioperine®	\$24.01	\$49.00	60 capsules	Antioxidants	1
10	LSG3	Liposomal Glutathione	\$30.77	\$62.80	30 capsules	Antioxidants	1
11	NA69	NAC (N-Acetyl-L-Cysteine) 600 mg	\$17.64	\$36.00	90 capsules	Antioxidants	2
12	QU6	Quercetin	\$13.62	\$27.80	60 capsules	Antioxidants	1
13	SE6	Selenium	\$6.86	\$14.00	60 capsules	Antioxidants	1

Shelf 2

Loc ID	Order Code	Product Name	Wholesale Price ^{††}	Suggested Retail Price ^{††}	Quantity	Category	Facings
1	BP2	Betaine HCl Pepsin	\$25.09	\$51.20	250 capsules	Gastrointestinal	1
2	DEU9	Digestive Enzymes Ultra	\$17.74	\$36.20	90 capsules	Gastrointestinal	1
3	LGP	L-Glutamine powder	\$26.17	\$53.40	227 grams	Gastrointestinal	1
4	PGI6	Probiotic G.I.	\$21.66	\$44.20	60 capsules	Gastrointestinal	2
5	CQ13	CoQ₁₀ 120 mg	\$19.31	\$39.40	30 capsules	Heart Health	1
6	ONO3	O.N.E.™ Omega	\$21.07	\$43.00	30 capsules	Heart Health	1
7	UQ16	Ubiquinol-QH 100 mg	\$46.55	\$95.00	60 capsules	Heart Health	1
8	NXC1	Nitric Oxide Ultra	\$36.75	\$75.00	120 capsules	Heart Health	1
9	ASH6	Ashwagandha	\$12.84	\$26.20	60 capsules	Sleep	1
10	BRF6	Best-Rest Formula	\$17.45	\$35.60	60 capsules	Sleep	1
11	LTH6	L-Theanine	\$29.89	\$61.00	60 capsules	Sleep	1
12	ME36	Melatonin 3 mg	\$7.16	\$14.60	60 capsules	Sleep	2
13	MESR6	Melatonin-SR	\$9.12	\$18.60	60 capsules	Sleep	1

Shelf 1

Loc ID	Order Code	Product Name	Wholesale Price ^{††}	Suggested Retail Price ^{††}	Quantity	Category	Facings
1	CRD9	Cranberry/D-Mannose	\$27.83	\$56.80	90 capsules	Women's Health	1
2	DH16	DHEA 10 mg	\$7.25	\$14.80	60 capsules	Women's Health	2
3	DD6	DIM Detox	\$27.15	\$55.40	60 capsules	Women's Health	1
4	HSN6	Hair/Skin/Nails Ultra	\$23.72	\$48.40	60 capsules	Women's Health	2
5	PMS21	PMS Essentials	\$31.26	\$63.80	120 capsules	Women's Health	1
6	PRN21	PreNatal Nutrients	\$24.60	\$50.19	120 capsules	Women's Health	1
7	AR6	Adrenal	\$10.00	\$20.40	60 capsules	Specialty	1
8	BRT6	Brain Reset™	\$18.33	\$37.40	60 capsules	Specialty	1
9	GCMS6	Glucosamine Chondroitin with MSM	\$19.41	\$39.60	60 capsules	Specialty	1
10	LL9	L-Lysine	\$7.06	\$14.40	90 capsules	Specialty	1
11	PDNB2	PureDefense w/NAC travel pack	\$8.72	\$17.80	1 blister pack (20 capsules)	Specialty	1
12	TS21	Thyroid Support Complex	\$31.17	\$63.60	120 capsules	Specialty	1

††Pricing is subject to change and reflects the number of facings

Pure Goodness At Our Core

Good starts with nutritional supplements you can trust.

We've spent over 30 years researching, innovating and developing our comprehensive line of premium supplements. Made with high-quality, pure ingredients backed by verifiable science and **FREE FROM** unnecessary additives and many common allergens.

Ask your sales representative about our other planograms!

#1
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1. Among professional supplement brands surveyed, Nutrition Business Journal® 2016, 2020

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