



**New Zealand's Leading Pharmacy Marketing Group**

**Supplier Partnerships**



**By backing our members,  
we back you and your  
products.**

**As a result, Supplier Partners  
of The IPG are in growth in a  
challenging sector.**



# Hoaketanga • Our Purpose

**We assist our supplier partners to grow their brand visibility and market share in our rapidly growing number of stores across Aotearoa.**



“When the IPG team shared their vision with us at the start of their journey it was an easy decision to become a Platinum Partner. IPG have mixed of the art of retail pharmacy with robust analytics to create a compelling story. Jim & I are very supportive of IPG and the direction that they are taking in a very dynamic retail environment . Our sales team enjoy working with the IPG members, and we do value the committed support they give us.”

**- WARREN SMITH, PHARMABROKER**

“The IPG are not just a group, they are a sounding board for my ideas, my concerns and my goals. My staff greatly benefit from seeing daily updates of our stores performance due to RPM’s data, it drives us to be better for our community.”

**- LORRAINE ROBERTS, STRATFORD PHARMACY**





# To Tatou Iwi • Our People

As an IPG Supplier Partner, you're supporting our members who provide value and care to their communities across Aotearoa.





Members as of January 2026

# Benefits

Our programme is a breath of fresh air for suppliers wanting to thrive in the independent pharmacy sector.

## As a Supplier Partner, you'll gain:

- Live reporting and transparency
- Improved market share
- Efficient ordering and quarterly promotions
- Access to our industry-leading digital marketing
- Improved visibility on store compliance via RPM Retail
- Opportunity to connect with members face-to-face
- Product recommendations from trained staff

# OTC Formulary

Boost product awareness and ranging with the IPG's OTC formulary, the ultimate guide to optimising our members' front-of-shop performance.



By rationalising our group's product range, we improve customer experience levels, increase profit margins and make our members' pharmacy shelves easier for customers to shop.

The **IPG Core Range** is the solution for next-level brand awareness, stock level increases and optimised retail performance.

ViewSonic

Pharmacy  
Your community health professionals

Identification may be required for some medicines

This pharmacy is concluded as a result of a problem caused by the misuse of some medicines over the counter.

To assist the control of this problem, it is the policy of this Pharmacy that:

Photo ID may be required. It is the policy of some sales that may cause

PRESCRIPTION PICKUP & DROP OFF

Preventing Drug...  
This pharmacy is working with the appropriate use of medicines and...  
We may request identification and...  
We are also part of a network of...  
Customers' privacy is...  
We are committed to...  
POLICE

Support

# Planograms

**Backed by decades of expertise, we transform our members' shelves into profit powerhouses with supplier partners' products at the forefront of our curation and execution.**

Engineered to maximise sales and enhance customer experience, our planograms deliver strategic product placement that drives visibility and boosts purchases.

With layouts tailored to our members' unique needs, the results are; *increased efficiency, seamless stock rotation, and an optimised shopping journey for consumers.*



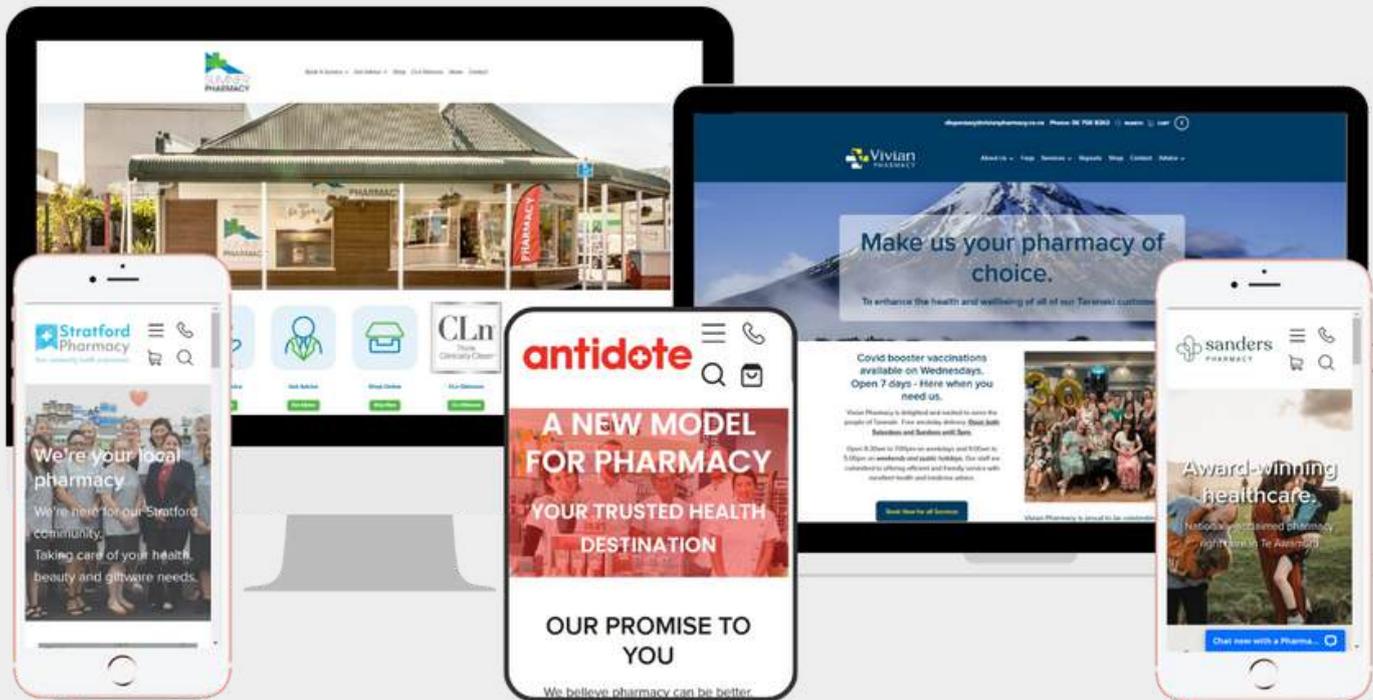
A person is working on a laptop in an office. The laptop screen shows a dashboard with various data visualizations, including a bar chart, a pie chart, and a flowchart. The person's hands are visible on the keyboard. In the background, there is a small potted plant and a chalkboard with some writing on it. The overall scene is dimly lit, suggesting an indoor office environment.

# IPG Marketing Programme

**Delve into IPG's industry-leading digital marketing program, where supplier campaigns reach up to 200,000 people per month.**

# IPG Websites

We build and manage websites for our members. Our websites are dynamic digital front doors for their stores where your products can be showcased.



We're extending product awareness beyond the inbox.

Across IPG pharmacies, website traffic is growing **more than +10% quarter-on-quarter**, with our sites recording **+100% growth in traffic** compared with previous websites.

# Health Advice Education Book

Working in conjunction with our IPG Websites, our Health Advice Education Book puts our supplier partners' brands at the top-of-mind for staff, boosting sales across the board.

The IPG Health Advice Education Book empowers members and their staff with expert knowledge across all key health conditions.

This growing resource is ready for you to maximise brand awareness and "own" a category or condition as the preferred solution in our members' stores.

## Children's Blocked Nose

Blocked noses are common in babies and young children, especially during the colder months or allergy seasons. While congestion is often due to viral infections like the common cold or flu, it can also stem from allergies, sinus issues or even from exposure to dry air.

### Symptoms

- more challenging feeding, sleeping and daily routines
- noisy breathing or snoring
- sinus pressure
- fatigue
- occasionally a cough
- kids may need to breathe through their mouths if their nasal passages are clogged



It's normal for young children to experience frequent episodes, as their immune systems adapt and their nasal passages are smaller and easily blocked.

### Treatment

Supporting children through congestion focuses on comfort and relief. Keeping them well hydrated, using a humidifier and encouraging rest can all help the body recover. Elevating a child's head during sleep, using steam from a warm shower or gently wiping away mucus can also be soothing home remedies. If allergies are suspected, reducing exposure to common triggers like pollen, dust or pet dander is important. Always be alert for signs that require medical attention, such as a persistent high fever, difficulty breathing or ongoing symptoms that last beyond a couple of weeks.

### FESS Little Noses

FESS Little Noses is a gentle, non-medicated, saline-based solution specially formulated for babies and young children. FESS Little Noses helps clear nasal congestion naturally by thinning and loosening mucus, making it easier for little ones to breathe, feed and sleep more comfortably. It is easy for parents to use and can be part of a regular care routine during colds or allergy flare-ups.

Here are some tips for using FESS Little Noses nose drops on babies or young children:

- lie your baby on their back and gently tilt their head back
- hold the bottle upside down and direct the tip into the nostril, aiming slightly toward the ear
- squeeze 1–3 drops of saline into each nostril as directed
- try to keep your baby in this position for about 1–2 minutes to allow the drops to work and thin the mucus
- use the provided nasal aspirator to gently suction away loosened mucus from each nostril, if needed
- wipe away any mucus from your baby's nose with a soft tissue or cotton
- clean the aspirator after each use by taking it apart and washing with warm soapy water, then air drying
- use as often as required, especially before feeding or sleep to help your baby breathe more easily

Always read the label and follow the directions for use.

[www.theipg.co.nz](http://www.theipg.co.nz)

Oct 2025



Baby & Child - 1.9

# Featured Product Email Campaigns

Boost sales with our monthly featured product campaigns

## What our data tells us:

Featured product campaigns consistently deliver strong reach and engagement at scale, with December 2025 campaigns **achieving 30% open rates across ~50,000 VIP customers** during peak retail periods.



Clear your nose and **relieve hayfever fast**

**Levrix**

Available in 30, 60, 90 tablets

[LEARN MORE >>](#)

OUR PRICE: \$24.99 30 Tablets

Always read the label and use as directed. If symptoms persist, see your healthcare professional. PHARMACY ONLY MEDICINE. Pharmabroker Sales Ltd, Auckland.

## The Good Vitamin Co KIDS GOOD SLEEP TART CHERRY+ 90 Soft-Chews

KIDS GOOD SLEEP TART CHERRY+ supports deep and restful sleep, helping children recharge their energy. It helps promote relaxation, supports overall wellness, and encourages healthy sleep habits for growing kids.



[LEARN MORE >>](#)

Not suitable for children under 2 years of age without medical advice. Vitamins can only be of assistance if the dietary intake is inadequate. Contains sugar.

# GO Healthy Turmeric + Glucosamine 1-A-Day

60 Capsules

GO TURMERIC & GLUCOSAMINE 1-A-DAY contains high strength Turmeric, along with scientifically studied Glucosamine Sulfate. Providing support for joint health, cardiovascular function and digestive system.

LEARN MORE >>

Not to be taken during pregnancy or lactation. Not to be taken by people allergic to shellfish. Always read the label. Take only as directed.



# SomniCare Melatonin 2mg

30 TABLETS

SomniCare contains the active ingredient Melatonin. SomniCare is used to improve sleep quality and morning alertness in patients over 55 years of age with poor quality of sleep.

LEARN MORE >>



Always read the label. Use only as directed. If symptoms persist see your healthcare professional.

# Premium Featured Product

Own this top-spot and enjoy the highest click-thru rate on your products in our monthly featured product campaigns

sanders  
PHARMACY

## AGE REPAIR LIPO-SACHETS®

LIPOSOMAL COLLAGEN COMPLEX+

- Supports the visible appearance of wrinkles in 12 weeks\*
- Supports skin firmness and elasticity
- Supports hair strength and thickness
- Supports nail strength and thickness



\*Data on file. Based on the total oral use in clinical studies on participants, 12 to 18 months old.

**AGE REPAIR LIPO-SACHETS**  
Age Repair Lipo-Sachets® (liposomal collagen complex), formulated to support the visible appearance of wrinkles, skin firmness, elasticity, and overall aesthetic health. This advanced formula combines LipoSachet® (liposomal delivery system) with Marine Hydrolyzed Collagen, Vitamin C, Vitamin E, Vitamin A, and Biotin for enhanced absorption, ensuring that active ingredients are efficiently delivered for maximum beauty benefits.

[LEARN MORE >>](#)

**IN STORE THIS MONTH**

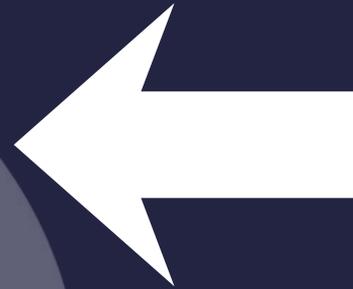
**FEATURED PRODUCTS**

**Children's Loraclear**  
Chewable Tablets  
Grape Flavoured  
Allergy Relief for Ages 2+  
New

**Synxpedi®**  
ELECTRIC FOOT POLISHER  
NEW

Get salon-smooth feet at home with this 3-in-one electric foot polisher. Featuring professional-grade power, it effortlessly exfoliates hard skin, removes calluses, smooths cracked heels, and refines nails, your go-to tool for flawless results in minutes.

[LEARN MORE](#)



# Triggered Email Campaigns

Our NEW digital marketing tool that's never been available to suppliers in the independent pharmacy sector, until now!

## What our data tells us:

- Triggered health advice campaigns delivered a **42% open rate in December 2025**, consistently outperforming standard promotional benchmarks.
- **Over 20,000 triggered emails were delivered in December 2025**, providing suppliers with high-quality, targeted exposure to VIP customers.



### Why is Vitamin C such a Super Star?

Vitamin C is linked to a multitude of essential health benefits, such as boosting antioxidant levels, production of collagen, reducing blood pressure and heart disease risk, protecting against gout attacks, improving iron absorption, boosting immunity and reducing dementia risk.

Vitamin C is a water-soluble vitamin, which means it must be obtained through the diet or from supplements. So, if you struggle to get enough of this amazing vitamin through your diet, then a quality supplement is a simple, but effective way to boost your intake.

Visit our website to find out more.

[LEARN MORE](#)

### VITAMIN C LIPO-SACHETS®

Better absorbed to boost your immune system.



Consult a doctor or pharmacist before use. If you are pregnant or likely to become pregnant, breastfeeding, or have a pre-disposition to kidney stones, formation of gallstones, Vitamin C supplements may not be recommended. For a full product leaflet, visit our website.

Vitamin C is essential for normal development and maintenance of a large number of vital functions.

The human body is unable to produce its own vitamin C and must obtain it from food and dietary supplements. Vitamin C Lipo-Sachets contain liposomal Vitamin C enclosed in the patented LIPO-SHELL® formula.

[LEARN MORE](#)

The information in this article is for general information only and should not be considered as medical advice or a substitute for medical treatment. Always read the label. Use only as directed. © 2025 Stratford Pharmacy. All rights reserved.



### Cold Sores

Advice on how to treat cold sores.

### Are you in the 90%?

Painful, unsightly and contagious, cold sores are caused by the Herpes Simplex Virus and usually occur on or around the lips, or outside the mouth.

About 90% of adults worldwide – even those who have never had symptoms of an infection – test positive for having had this virus. Stress, poor diet and too little sleep can trigger an outbreak, so immune support is vital to keep symptoms suppressed.

To learn more visit our website.

[LEARN MORE](#)

### VIRATAC COLD SORE CREAM

Reduces the severity and duration of cold sores.



Also read the label. Use only as directed. If symptoms are not relieved within 2 days, consult your healthcare professional.

Viratac Cold Sore Cream contains the antiviral medicine acyclovir which reduces the severity and duration of cold sores.

Use Viratac as soon as the first symptoms appear, such as burning, tingling or itching. Apply Viratac Cream five times a day for four days.

[LEARN MORE](#)

The information in this article is for general information only and should not be considered as medical advice or a substitute for medical treatment. Always read the label. Use only as directed. © 2025 Stratford Pharmacy. All rights reserved.

# “Welcome” Email Campaigns

Our NEW Email marketing initiative where your products are in the spotlight in our most engaging piece of triggered content.

sanders PHARMACY

Welcome Karen!

On behalf of the entire team at Sanders Pharmacy, I want to personally thank you for shopping with us and for being a Sanders Rewards Club member.

As a Sanders Rewards Club member you can enjoy these exclusive benefits:

- Earn 1 point for every \$1 spend on retail items, (excludes promotional or sale items)
- Earn 1 point for each script item purchased.
- When you have reached 200 points you will receive a \$10 voucher to spend in store on retail products.
- Expert health advice straight to your inbox
- Updates on product information & offers
- You'll be among the first to hear about our news, events & special offers.

We look forward to seeing you in store again soon.

Kind Regards,  
Gemma  
Owner & Pharmacist

FOLLOW US ON SOCIAL!

Follow Us on Facebook Follow Us on Instagram

**Children's Loraclear** New  
Chewable Tablets  
Grape Flavoured  
Allergy Relief for Ages 2+

Sanders Pharmacy, 3470 Cambridge Road, Te Awamutu 3800

You are receiving this email as a member of our rewards club. If you do not wish to receive emails from us, [Click Here to Unsubscribe](#).

ipg independent pharmacy group

sanders PHARMACY

Welcome Karen!

At Sanders Pharmacy, your health and well-being are our top priority. We're here to make managing your health simple, convenient, and personal. Our friendly team is ready to support you with a wide range of services, including:

- Prescription Dispensing & Repeat Prescriptions – Quick, accurate, and hassle-free.
- Health Advice & Medication Management – Expert guidance to help you use your medications safely and effectively.
- Vaccinations & Immunisations – Protection for you and your family, including flu shots and travel vaccines.
- Over-the-Counter Products & Health Supplies – A wide selection of wellness essentials.
- Specialist Health Services – From blood pressure checks to diabetes support, we're here to help you stay healthy.

We look forward to seeing you in store again soon.

Kind Regards,  
Gemma  
Owner & Pharmacist

FOLLOW US ON SOCIAL!

Follow Us on Facebook Follow Us on Instagram

**AGE REPAIR LIPO-SACHETS**

Sanders Pharmacy, 3470 Cambridge Road, Te Awamutu 3800

You are receiving this email as a member of our rewards club. If you do not wish to receive emails from us, [Click Here to Unsubscribe](#).

ipg independent pharmacy group

sanders PHARMACY

Welcome Karen!

At Sanders Pharmacy, your health is our priority. Our experienced pharmacists are always here to provide trusted advice on your medications, health concerns, and wellness choices. Whether it's understanding your prescriptions, managing minor health issues, or getting tips for a healthier lifestyle, we're ready to help.

For helpful guidance and practical health tips, visit our dedicated advice page here: [\[Insert Website Advice Link\]](#).

Our team is committed to supporting you every step of the way. Stop by in-store or reach out to us if you have questions — because a little advice can make a big difference to your health.

Kind Regards,  
Gemma  
Owner & Pharmacist

FOLLOW US ON SOCIAL!

Follow Us on Facebook Follow Us on Instagram

**VITAMIN C LIPO-SACHETS**

Sanders Pharmacy, 3470 Cambridge Road, Te Awamutu 3800

You are receiving this email as a member of our rewards club. If you do not wish to receive emails from us, [Click Here to Unsubscribe](#).

ipg independent pharmacy group

Our three “welcome” emails (triggered when a new loyalty customer signs-up) achieve a **56% open rate, with some pharmacies exceeding 70%**, making this the most engaging campaign type.

# Custom Email Campaigns

Take advantage of our highly engaged database and create your own advertisement to send across Aotearoa.

## What our data tells us:

- Custom store email campaigns delivered an average **32% open rate** and **5% click rate** in **December 2025**, with several campaigns exceeding 50% open rates.
- These results highlight the effectiveness of locally tailored messaging, where supplier products are promoted within store-specific offers and promotions.

**Glenns** PHARMACY  
SERVING THE COMMUNITY

**PROSPAN**

**No. 1 worldwide\***

**PROSPAN** CHILDREN  
**PROSPAN** ADULTS

**New look. Same effective formula.**

- Clears the airways and soothes the throat
- Unique EA 575 ivy leaf extraction – more potent than standard ivy
- New syrup for adults.

\*IQVIA Global OTC weights, sales in LEU P08, for the period Full Year 2021, based on pure-herbal attribute, exportation market restricted to the UK, class B1C, B1A5, B1A8 and B1A9, in \*all geographical markets where IQVIA reports such sales, reflecting estimates of real-world activity. Copyright IQVIA. All rights reserved.

TAPV 8G232

## Prospan Bronchial Syrups

Prospan Bronchial Syrup is a natural, plant-based cough remedy made from ivy leaf extract, a trusted herbal ingredient with clinically proven benefits for both adults and children.

Discover advice and products in our health advice articles.

[LEARN MORE >>](#)

The information in this email is for general information only and should not be construed as medical advice or a substitute for medical treatment. Always read the label. Use only as directed. If symptoms persist see your doctor or a health professional.

# IPG Loyalty Programme

Put your brand and products directly in front of New Zealand's most engaged database of customers who belong to their independent pharmacy's rewards club.

## What our data tells us:

- At Browns Community Pharmacy in Kaitaia, club customers spend on average **16% more per transaction than non-club customers, with email-engaged club members spending up to 24% more than the average customer.**

Total Average Sale	Club Customer Average Sale	Email Club Customer Average Sale
\$35.64	\$41.36	\$44.18



## Brown's Community Pharmacy

### Welcome Karen!

We want to personally thank you for shopping with us and for being a Browns Community Pharmacy Rewards Club member.

As a Customer Club member you can enjoy these exclusive benefits:

- Earn rewards every time you buy retail products (excluding prescription, delivery & service fees)
- Each time you spend \$150 you will receive a \$10 voucher to spend in store on retail products
- Receive expert health advice straight to your inbox
- You'll be among the first to hear updates on product information & offers
- VIP access to events & special offers

We look forward to seeing you in store again soon.

Kind Regards,  
Richard, Trish & the team

## FOLLOW US ON SOCIAL!

[f Follow Us on Facebook](#)

[@ Follow Us on Instagram](#)

# Business Health Workshops

**IPG's Business Health Workshops are the peak of professional development for independent pharmacy owners, providing opportunities for supplier sponsorship and visibility.**

A man in a white polo shirt is standing at the front of a conference room, pointing towards a large projection screen. The screen displays a complex flowchart with various colored nodes (red, green, yellow, blue) and connecting lines. The room is dimly lit, with the primary light source being the projector. Several people are seated at long tables in the foreground, looking towards the presenter. The tables are set with water bottles, coffee cups, and papers. The overall atmosphere is professional and focused.

Held four times a year across Aotearoa, these inspiring workshops offer curated content and an interactive format, leaving attendees motivated to drive change in their pharmacies.

Sponsorship from supplier partners allows a unique one-on-one platform to present, educate, and introduce products directly to our members.

**IPG Business Health Workshop  
Christchurch, 2025**

# IPG Rate Card

## **HEALTH ADVICE EDUCATION BOOK**

1 x Product included in this book used by all pharmacy staff

**\$500 per product listing per year**

---

## **FEATURED PRODUCT EMAIL CAMPAIGN**

1 x Product included in the monthly email campaign to loyalty club customers

**\$500 per campaign**

---

## **PREMIUM FEATURED PRODUCT CAMPAIGN**

1 x Product exclusively placed at the top of the monthly email campaign to loyalty club customers

**\$1000 per campaign**

---

## **TRIGGERED EMAILS CAMPAIGN**

1 x Product exclusively included in triggered health emails to loyalty club customers

**\$1000 per listing per year**

# IPG Rate Card

## **WELCOME EMAIL CAMPAIGN**

3 x Products or your brand included in 3 welcome emails

**\$3,000 per quarter**

---

## **CUSTOM EMAIL CAMPAIGN**

1 x email campaign designed for you and dedicated to your products sent to loyalty club customers

**\$1,000**

---

## **BUSINESS HEALTH WORKSHOP SPONSORSHIP**

Highly valuable opportunity to present and connect with IPG members at one of our four workshops annually

**\$2,500 per workshop**

---

# Partnership Bundles

Take advantage of our invaluable partnership options.

## BRONZE PARTNER

### ANNUAL BENEFITS

- 0-30 Products in The IPG Core Range
- Brand visibility in weekly & monthly Newsletter Communications
- Access to IPG Digital Marketing to our database of Loyalty Club customers
- Quarterly Promotion activity in stores

---

**\$500** /MONTH

## SILVER PARTNER

### ANNUAL BENEFITS

- Up to 50 Products in The IPG Core Range
- 2 FREE Products in IPG Health Advice Education Book
- 2 FREE Products in Featured Products Email Campaigns to our database of Loyalty Club Customers.
- Quarterly Promotion Activity in stores
- Brand visibility in weekly & monthly Newsletter Communications

---

**\$1,000** /MONTH

## GOLD PARTNER

### ANNUAL BENEFITS

- Up to 100 Products in The IPG Core Range
  - 4 FREE Products in IPG Health Advice Education Book
  - 4 FREE Products in Featured Products Email Campaigns to our database of Loyalty Club Customers.
  - Quarterly Promotion Activity in stores
  - Brand visibility in weekly & monthly Newsletter Communications
- 

**\$2,000**/MONTH



## PLATINUM PARTNER

### ANNUAL BENEFITS

- 100+ Products in The IPG Core Range
  - Preferred ranging in key categories
  - 8 FREE Products in IPG Health Advice Education Book
  - 8 FREE Products in Featured Products Email Campaigns to our database of Loyalty Club Customers.
  - 2 FREE Sponsorship Slots at 2025 IPG Business Health Workshops
  - Quarterly Promotion Activity in stores
  - Brand visibility in weekly & monthly Newsletter Communications
- 

**\$3,000**/MONTH



 **independent  
pharmacy group**

Get in touch:

George Berry · [george@theipg.co.nz](mailto:george@theipg.co.nz)

027 868 1904 · [www.theipg.co.nz](http://www.theipg.co.nz)