



MERCHANDISING GUIDELINES

2025



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consumer

2025

PERSONAL CARE
PORTFOLIO

MERCHANDISING FLOW



SHELF PRIORITIES

- Brand block Island Tribe. Place next to Eversun/Nivea
- Face > Adult > Kids or Adult > Kids > Face
- SPF 50 > SPF 30
- Lotions > Gels > Sprays
- Biggest pack > smaller pack
- SPF 50 Light Lotion 200 ml (adult & kids), SPF 50 Light Lotion Trigger SPF 50 300 ml (adult & Kids), Clear Gel SPF 50 100 ml + 50 ml (adult) and Invisible Continuous Spray SPF 30 320 ml (kids) must get priority number of facings

IN SUNCARE



Dermopal Moisturising
Sunscreen SPF 50 100 ml



Dermopal Moisturising
Sunscreen SPF 30 100 ml



Dermopal Blemish
Cream 30 ml

SUNSCREENS

BLEMISH CREAM

IN FACECARE



Face Cream Anti
Age SPF 50 50 ml

BLEMISH CREAM

SHELF PRIORITIES

- Brand block Dermopal Sunscreens within Sun Protection category
- Place next to Eversun, targeting eye-level positioning
- Blemish Cream to be primarily merchandised within the face care category
- Where possible, dual merchandise Blemish Cream within Sun Protection category
- SPF 50 > SPF 30 (> Blemish)
- SPF 30 to get priority number of facings

ULTIMATE

ESSENTIAL

REST OF RANGE



SHELF PRIORITIES

- Washes (Ultimate > Essential) & soaps > Foam Bath > Wipes > Lubricant
- Biggest to smallest pack
- Ultimate range to get priority number of facings
- Dual merchandise liners and foam bath within the brand to capitalize on brand block and drive awareness on format offering where possible



Gynaguard Pantyliners 40's



Gynaguard Pantyliners 20's

PANTYLINERS

SHELF PRIORITIES

- Biggest to smallest pack
- Place adjacent to category leading brand where possible.
- Dual merchandise liners within the brand to capitalize on brand block and drive awareness on format offering where possible

ORIGINAL

PLUS

MAN

ULTRA

OATMEAL



EPIMAX ADULT

SHELF PRIORITIES

- Brand Block Epimax Adult range: Original > Plus > Man > Ultra > Oatmeal as they each target a different shopper within the Epimax Adult range.
- Drive regime through merchandising: Soaps > Washes > Lotions > Creams.
- Always biggest pack to smallest to offer higher priced item first.
- Merchandise at eye level as we are the market leader in Emollient (Derm Skin) category
- Ensure visible price points on shelf.
- 400 g Tubs to always get priority facings in this order of priority: Original > Plus > Man.



Epimax Ultra
Tissue Oil 60 ml

Epimax Ultra
Tissue Oil 125 ml

EPIMAX ULTRA TISSUE OIL

SHELF PRIORITIES

- Brand Block Epimax Tissue Oil Range
- Place Tissue Oil adjacent to category leader in Tissue Oil category
- Always biggest pack to smallest to offer higher priced item first
- Ensure visible price points on shelf
- Dual merchandise Tissue Oils within Epimax brand primary shelf where possible (with Ultra range)



EPIMAX BABY & JUNIOR

SHELF PRIORITIES

- Merchandise EpiMax B&J range in baby toiletries
- Brand block EpiMax B&J range to utilize brand equity
- Drive regime through merchandising:
Soap bars > Bathes > Washes > Lotions > Creams > Sunscreen Lotion > Bum Creams
- Bigger pack size always comes first
- Priority facings to 400 g tub
- Although wipes are merchandised in wipes category, please use any opportunity given to dual merchandise with the rest of the range



Epimax B&J
Unscented Wipes 3x80



Epimax B&J
Unscented Wipes 1x80

EPIMAX BABY & JUNIOR

SHELF PRIORITIES

- Brand block Epimax B&J wipes to utilize brand equity
- Merchandise Epimax B&J wipes in wipes category
- Bigger pack size always comes first
- Priority facings to singles wipes
- Use any opportunity given to dual merchandise with the rest of the range



SHELF PRIORITIES

- Shampoo > Conditioner > Serum > Tablets > Kit
- Biggest to smallest pack
- Shampoo and Conditioner to get priority number of facings
- Merchandise tablets within the brand to capitalize on brand block and drive awareness on full hair and nail growth/damaged hair repair offering.

FIRST SHELF



E45 Body Cream
Pump 500 ml



E45 Cream
Tub 500 g



E45 Cream
Tub 500 g



E45 Cream
Tub 125 g



E45 Cream
Tube 50 g

SECOND SHELF



E45 Lotion
Pump 500 ml



E45 Lotion
200 ml



E45 Daily
Lotion 400 ml



E45 Rich 24hr
Lotion 400 ml

SHELF PRIORITIES

- Placement close to key competitors, Eucerin, CeraVe, Cetaphil & Epimax
- Minimum 2 shelves of stock
- 1 full shelf of creams
- 1 full shelf of lotions
- Minimum 2 facings of each sku



E45 Face Foaming
Cleanser 150 ml



E45 Face Hydrating
Serum



E45 Daily Protect
50ml SPF 30



E45 Face Night
Cream 50 ml



E45 Lips and
Dry Skin Balm

SHELF PRIORITIES

- Placement in the face care category
- Cross-Merchandising opportunity at E45 Body Care home shelf.
- Minimum of 3 facings each

2025

ANALGESICS

PORTFOLIO



Compral
Tablets 100's



Compral
Tablets 50's



Compral
Tablets 24's



Compral
Tablets 12's



Compral
Powders 38's



Compral
Powders 24's



Compral
Powders 10's

SHELF PRIORITIES

- Primary category – Pain and Fever
- Merchandise Compral below Grand-Pa to encourage switching behaviour
- Brand block Compral so all SKU's are shelved together.
- Start flow with tablet format into powders and larger pack sizes into smaller.
- Open facings on powders 38's, all pack sizes to win against Grand-Pa.
- Secondary placement: cross merchandise at cough and cold category.
- Compral Tablets 2's to drive secondary placement at till point, snake aisle or kiosk

FIRST SHELF

THIRD SHELF

Spartans
to occupy
whole of
second shelf



Panado
Tablets
Effervescent
16's



Panado
Capsules
20's



Panado
Tablets
24's



Panado
Tablets
Dispenser
12's



Panado
Tablets
Spartan
Pack
24's



Panado
Paediatric
Syrup
Peppermint
100 ml



Panado
Paediatric
Syrup
Peppermint
50 ml



Panado
Paediatric
Syrup
Strawberry
100 ml



Panado
Paediatric
Syrup
Strawberry
50 ml



AlC Free Panado
Paediatric
Syrup
Peppermint
100 ml



Panado
Infant
Drops
20 ml

SHELF PRIORITIES

- Panado to start the flow at eye level.
- Effervescent, capsules and Blister 24's then Blister 12's to be placed on the top shelf to drive awareness (effervescent facings should be more than the rest)
- Spartans 24's to occupy the whole second Panado shelf space.
- Panado syrup flow: Syrups: Drops > Peppermint 100 ml > Peppermint 50 ml > Strawberry 100 ml > Strawberry 50 ml > Peppermint Sugar/Alcohol free
- Increase facings on Panado Peppermint and Strawberry
- Panado 2's to be merchandised at till point, snake aisle, kiosk

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COUGH AND COLDS
PORTFOLIO



SHELF PRIORITIES

- Merchandise at primary shelf > sore throat
- Market share = forward share
- Placement at eye level, below or next to market leader
- 24's should be placed before the 8's to avoid down trading
- Flow: Honey & Lemon > Menthol > Blackcurrant > Original
- Ensure 2-3 facings of Honey Lemon
- Cross merchandise at Pain and Fever and Oral Hygiene



Cepacol Cough And Cold Syrup Non-Drowsy



Cepacol Cough And Cold Syrup Night Time Relief

SHELF PRIORITIES

- Merchandise at primary shelf > Cough syrup
- Placement at eye level, below or next to Vicks cough syrup
- Flow: Cepacol Non Drowsy cough syrup > Cepacol Plus cough syrup
- Ensure 2-3 facings of each



SHELF PRIORITIES

- Merchandise at primary shelf > Cough and cold section
- Placement at eye level, below or next to Lintagon effervescent
- Ensure 2-3 facings of each



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VITAMINS & SUPPLEMENTS
PORTFOLIO



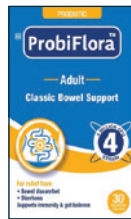
ProbiFlora Adult
Intensive Rescue 9
Strain 60's



ProbiFlora Adult
Intensive Rescue 9
Strain 30's



ProbiFlora Adult
Classic Bowel
Support 4 Strain 60's



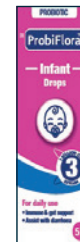
ProbiFlora Adult
Classic Bowel
Support 4 Strain 30's



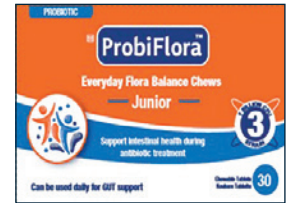
ProbiFlora Adult
Everyday Flora
Balance 2 Strain 30's



ProbiFlora Adult
Intestinal Flora Care
2 Strain 30's



ProbiFlora
Infant
Drops 5 ml



ProbiFlora Junior
Chews 30's

SHELF PRIORITIES

- Ensure ProbiFlora brand block.
- Ensure market share = share of shelf.
- Defend and protect 9 strain share of shelf.
- Start the flow with 9 strain, 4 strain and 2 strain to drive trade up.
- Begin kids flow with infant drops and ensure minimum 4 facings of infant drops



Bioplus Original
Syrup 500 ml



Bioplus Strawberry
Syrup 500 ml



Bioplus Original
Syrup 200 ml



Bioplus Strawberry
Syrup 200 ml



Bioplus Original
Syrup 100 ml



Bioplus
Effervescent 10's



Bioplus
Effervescent 20's

SHELF PRIORITIES

- 2 Facings Bioplus Original Syrup 500 ml
- 2 Facings Bioplus Strawberry Syrup 500 ml
- 2 Facings Bioplus Original Syrup 200 ml
- 2 Facings Bioplus Strawberry Syrup 200 ml
- 1 Facing Bioplus Original 100 ml
- 3 Facing Bioplus Effervescent 10's
- 3 Facings Bioplus Effervescent 20's



Bioplus Strawberry
Sachets 48x10 ml



Bioplus Original
Sachets 48x10 ml



Bioplus Mocha
Sachets 48x10 ml



Bioplus Strawberry
Sachets 12x10 ml



Bioplus Original
Sachets 12x10 ml



Bionic Berry
Chews 24x12



Electric Lemon &
Lime Chews 24x12



Orange Octane
Chews 24x12

SHELF PRIORITIES

- 2 Facings Bioplus Strawberry Sachets 48 x 10 ml
- 2 Facings Bioplus Original Sachet 48 x 10 ml
- 1 Facing Bioplus Strawberry Sachet 12 x 10 ml (stacked)
- 1 Facing Bioplus Original 12 x 10 ml (stacked)
- 1 Facing Bioplus Chews Bionic Berry
- 1 Facing Bioplus Electric Lemon & Lime 24 x 12's
- 1 Facing Bioplus Chews Octane Orange 24 x 12's



Bionic Berry



Kinetic Kiwi



Cloudy Lemon



Mangosteen & Cucumber

FRIDGE PRIORITIES

- Single Units
- Brand block so that the range is shelved together
- Ensure pricing is visible on shelf
- Positioned with Key competitors Play, Monster etc
- Minimum of 2 facings of each SKU

SHELF PRIORITIES

- 6 packs
- Brand block so that the range is shelved together
- Ensure pricing is visible on shelf
- Positioned with Key competitors - Play, Monster
- Minimum of 2 facings of each SKU



Gummy Vites
Daily Multivitamin
Vitamins 60's



Gummy Vites
Daily Multivitamin
Vitamins 120's



Gummy Vites
Vitamin C 60's



Gummy Vites
Vitamin C 120's



Gummy Vites
Daily Multivitamin
Sugar Free 60's



Gummy Vites
Creche Support 60's

SHELF PRIORITIES

Merchandise in Kids Supplements - VMS category

- Brand block so that the range is shelved together to form a block of yellow within the shelf
- Follow flow from left (core) to right (innovation) to guide shopper navigation
- Ensure pricing is visible on shelf
- Key Competitors Zinplex and Creche Guard and Jungle Vites.
- Shelfed at eye level
- Space allocation should reflect sales contribution:

> Multivitamin 60's – needs highest shelf space and 3/4 facings > Multivitamin 120's
– ensure 2 facings > Vitamin C 60's + 120's – Ensure 2 facings. Sugar Free and Creche protect 1 facing each



Viral Guard
Throat Spray
30ml



Viral Guard
Tablets
60's



Viral Guard
Tablets
30's



Viral Guard
Fizzi Chews
60's



Viral Guard
Junior Syrup
200ml

RANGE EXTENSION

- Large Format Stores - Minimum 2 to 3 facings of each variant
- Small Format Stores - Minimum 1 to 2 facings of each variant

SHELF PRIORITIES

- Ensure pricing is visible on shelf
- Cross merchandising opportunities to be identified in VMS
- Brand Block all SKU's together in shelf Anti-Oxidant to be included with range



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HEMOCARE

PORTFOLIO

DISHWASHING LIQUID



SHELF PRIORITIES

- Ensure that Plush is merchandised next to Maq
- Keep at eye level and maintain brand blocking

PINE GEL



SHELF PRIORITIES

- Ensure that brand blocking is maintained at eye level.
- Where 1 Shelf is provided – merchandise the 500 ml first, followed by the 1 L and 750 ml.
- Where 2 shelves are provided, allocate the first Shelf to 500 ml and the second to 1 L and 750 ml.

MULTISURFACE CLEANER



Plush is ranked 3rd after Mr Min and Mr Sheen. Merchandise in the furniture drop at home shelf

SHELF PRIORITIES

- Ensure that brand blocking is maintained at eye level.
- Ensure more facings on Lavender & Potpourri SKUs
- Where 1 Shelf is provided – merchandise the 500 ml on the same shelf.
- Where 2 shelves are provided, allocate the first Shelf to 275 ml and the second to 500 ml and banded packs

TILE CLEANER



Plush Tile Cleaner
Lavender 750 ml



Plush Tile Cleaner
Ppouri 750 ml



Plush Tile Cleaner
Orange Blossom 750 ml



Plush Tile Cleaner
Floral 750 ml



Plush Tile Cleaner
Spring Fresh 750 ml

Plush is ranked 3rd after Cobra & Mr Muscle

SHELF PRIORITIES

- Merchandise in the Floor Care aisle.
- Ensure that Plush is merchandised next to Mr Muscle and Super Brite to aid driving trial and switching instore.
- Defend shelf priority against Jik and Dettol in store.
- Ensure that Plush is merchandised at eye level.
- Where possible ensure brand blocking.

BATHROOM DISINFECTANT



Plush Thick Bleach
Lemon 750 ml

Plush Thick Bleach
Lavender 750 ml

Plush Thick Bleach
Potpourri 750 ml

SHELF PRIORITIES

- Merchandise in the Bathroom disinfectant aisle
- Ensure that Plush is merchandised next to Albex and Harpic to aid driving trial and switching instore
- Ensure that Plush is merchandised at eye level
- Where possible ensure brand blocking



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SHOE CARE

PORTFOLIO

SHOE CARE SUEDE



Plush
Suede
Renew
Black
200 ml



Plush
Suede
Cleaner
200 ml



Plush
Suede
Renew
Brown
200 ml



Plush
Suede
Renew
Navy
200 ml



Plush
Suede
Renew
Neut
200 ml



Plush
Leather
Protector
200 ml



Plush
Leather
Renew
Black
200 ml



Plush
Leather
Cleaner
200 ml

SHELF PRIORITIES

- Merchandise in the Shoe Care isle.
- Recommended full shelf of Paste Polish to defend our forward share.
- Merchandise next to Kiwi and ensure brand blocking.
- Defend position against Rhino.
- More facings of Black Suede Polish 200 ml. Minimum of 3

SHOE CARE - LIQUID POLISH



Plush Liquid
Shoe Polish
Black 75 ml



Plush Liquid
Shoe Polish
Brown 75 ml



Plush Liquid
Shoe Polish
Navy 75 ml



Plush Liquid
Shoe Polish
Neutral 75 ml

Plush is ranked 3rd after Kiwi and Rhino

SHELF PRIORITIES

- Merchandise in the Shoe Care isle.
- Recommended full shelf of Paste Polish to defend our forward share.
- Merchandise next to Kiwi and ensure brand blocking.
- Defend position against Rhino.
- More facings of Black Liquid Polish 75 ml. Minimum of 3x
- More facings of Brown Liquid Polish 75 ml. Minimum of 3x

SHOE CARE - MAX POLISH



SHELF PRIORITIES

- Merchandise in the Shoe Care aisle.
- Recommended full shelf of Paste Polish to defend our forward share.
- Merchandise next to Kiwi and ensure brand blocking.
- Defend position against Rhino.
- More facings of Black Max Polish 50 ml. Minimum of 3x



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