



FROM TABLETS TO TOPICALS
we've got patient
PAIN covered

Q4 2025 New Item Innovation

Innovation from

Children's
TYLENOL

First Ship Date:
9/29/2025



CHILDREN’S TYLENOL DYE-FREE WILD BERRY CHEWABLES 24 CT

Description	Case UPC Item UPC	Case Pack/C U per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
CHILDREN’S TYLENOL DYE-FREE WILD BERRY CHEWABLES 24 CT	103-00450-15624-9 3-00450-15624-2	48/3	6.521	0.432	12.99 x 8.86 x 6.49 2.05 x 2.00 x 2.85	16/7	\$321.60 \$6.70

BENEFIT	- Efficacy & safety are the most important factors in pain + fever treatments, but parents will choose “better-for-you” options when they won’t compromise efficacy - No national, and very few Private Label, Dye-Free APAP chews given difficulty in bitter masking APAP taste
RTB	- Same efficacy & safety consumers expect from Children’s TYLENOL® now in a Dye-Free chew - First nationally available Dye-Free APAP chew - Great taste profile to ensure compliance - Provides additional Dye-Free options beyond liquid for children with different format preferences

MFP: \$7.67
EDLP: \$7.67



KENVUE reserves the right to limit quantities. Prices are subject to change without notice.
Retail Pricing, distribution, shelving, and merchandising decisions are determined at the sole discretion of the retailer.

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Innovation from

TYLENOL

First Ship Date:
10/6/2025



TYLENOL PRECISE PAIN-RELIEVING PATCH HEXAGON 6 CT

Description	Case UPC Item UPC	Case Pack/CU per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
TYLENOL PRECISE PAIN-RELIEVING PATCH HEXAGON 6 CT	100-74300-35337-8 0-74300-35337-1	18/3	2.720	0.741	16.25 x 10.50 x 7.50 1.50 x 5.13 x 6.25	12/6	\$119.52 \$6.64

Description	Formulated with maximum strength lidocaine that releases medication for up to 12 hours, from the #1 trusted pain relief brand. The specialized adhesion technology and unique patch shape work together to maintain complete skin contact even in high flex areas – so you can move naturally without your pain or your patch holding you back.
Points of Distinction	- Advanced ultra-flex adhesion technology fits like second skin, and the patch shape contours to your skin, resisting pulling or loosening no matter how you move - Translucent design provides discreet coverage for all skin tones - Unique Hexagon shape contours to fit and move with your body 89% of consumers very much liked our Medium Hexagon patches with 92% feeling this product was a good fit for themselves
Claims	- Targets pain at the source and stays on for up to 12 hours - Maximum strength lidocaine without a prescription. - Uniquely designed hexagon shape contours to skin, resisting pulling or loosening no matter how you move - Flexible, Breathable + Translucent The only transparent pain-relieving patch* *Among medicated patches sold at top US retailers

EDLP: \$9.47

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Innovation from

Neutrogena®

DERMATOLOGIST RECOMMENDED BRAND

First Ship Date:
10/6/2025



NEUTROGENA ULTRA SHEER DRY-TOUCH SUNSCREEN MAX SPF100+ 3 FL OZ

Description	Case UPC Item UPC	Case Pack/CU per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
NEUTROGENA ULTRA SHEER DRY-TOUCH SUNSCREEN MAX SPF100+ 3 FL OZ	100-86800-07848-4 0-86800-07848-7	12/3	3.43	0.194	9.38 x 6.50 x 5.50 1.29 x 2.45 x 6.00	30/ 8	\$103.32 \$8.61

Strategic Rationale

- Unmet need: A subset of consumers are worried about skin cancer, due to family history. For these consumers, preventing sun damage is the #1 priority and they seek higher SPF for sun care.
- Strategic role: When NTG exited high SPF, the category contracted. This launch re-establishes category leadership by delivering highly sought-after oxy-free high SPF lotion at accessible price point.

Features

- Maximum defense shield against harmful UV rays
- Ultimate UV defense: 50% more UV blocking power²
- Blocks up to 99% of UVB rays
- With Helioplex 360™: provides superior UVA/UVB protection with Antioxidants that help defend against free radicals from blue light exposure.

Reason To Believe

- Ultimate UV defense: 50% more UV blocking power²
- Blocks up to 99% of UVB rays
- With Helioplex 360™: provides superior UVA/UVB protection with Antioxidants that help defend against free radicals from blue light exposure.
- Lightweight sun protection with a smooth dry touch finish
- Non sticky and fast absorbing formula
- Gentle on skin, free of oxybenzone & PABA



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EDLP: \$12.99

Innovation from

Neutrogena®

DERMATOLOGIST RECOMMENDED BRAND

First Ship Date:
10/6/2025



NEUTROGENA ULTRA SHEER INVISIBLE GEL FACE SUNSCREEN SPF40 1.7 OZ

Description	Case UPC Item UPC	Case Pack/CU per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
NEUTROGENA ULTRA SHEER INVISIBLE GEL FACE SUNSCREEN SPF40 1.7 FL OZ	100-86800-07869-9 0-86800-07869-2	12/3	2.40	0.176	6.74 x 6.23 x 7.25 1.93 x 1.58 x 6.38	42/6	\$135.12 \$11.26

Insight

- Derm - "In my experience, I've observed that oily texture and white cast are the top barriers to consistent sunscreen use. It's hard to find options that not only provide excellent UV protection but also offer a pleasant sensory experience and is invisible on the skin."
- Customer - "I crave the confidence of protected, beautiful skin but I'm reluctant to use sunscreen due to its heavy and greasy feel. I long for a product to transform sun protection from a chore into something I look forward to everyday"

Features

- Acts as a makeup primer
- Matte finish
- Goes clear on all skin tones
- Absorbs quickly
- Weightless
- Non-comedogenic, so it won't clog pores
- Sun protection and helps protect against sun-induced signs of aging

Reason To Believe

- Advanced UVA/UVB protection you can't see
- Powered by Helioplex Technology with Antioxidant Vitamin E
- 2X water resistant protection vs. leading competitor
- When blinded, consumers can't tell the difference between SuperGoop! Unseen and Neutrogena's Invisible Gel Sunscreen

EDLP: \$16.99

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Innovation from

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First Ship Date:
12/1/2025



NEUTROGENA BEACH DEFENSE LOTION SPF 70 TWIN PACK

Description	Case UPC Item UPC	Case Pack/CU per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
NEUTROGENA BEACH DEFENSE LOTION SPF 70 TWIN PACK	100-86800-07852-1 0-86800-07852-4	12/3	14.49	0.538	11.25 x 10.50 x 7.88 5.00 x 1.50 x 6.75	12/5	\$149.76 \$12.48

Insights

- This beach staple now available in a value pack for more fun in the sun

Features

- Two 6.7 fl oz bottle of Neutrogena Beach Defense Face & Body Sunscreen Lotion with SPF 70
- Fast-absorbing formula for quick and easy application so you can get on with enjoying your day
- This Neutrogena sunscreen is water-resistant up to 80 minutes, perfect for swimming and sweating
- Helioplex technology protects against skin-aging UVA rays & skin-burning UVB rays
- Lightweight, oil-free, and PABA-free, suitable for all ages including kids
- Hawaii Act 104 Compliant, octinoxate & oxybenzone free sunscreen, ideal for beach outings
- Beach Strength UVA/UVB sun protection, also available in SPF 50 and SPF 30 variants
- May decrease the risk of skin cancer when used as directed with other sun protection measures

EDLP: \$16.99

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Innovation from

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DERMATOLOGIST RECOMMENDED BRAND

First Ship Date:
12/1/2025



NEUTROGENA ULTRA SHEER SPF 45 SPRAY TWIN PACK

Description	Case UPC Item UPC	Case Pack/CU per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
NEUTROGENA ULTRA SHEER SPF 45 SPRAY TWIN PACK	100-86800-07850-7 0-86800-07850-0	12/3	12.06 7	0.487	15.88 x 6.38 x 8.31 3.58 x 1.79 x 7.50	18/5	\$149.76 \$12.48

Insights	NTG sun's #1 priority platform now with a Spray twin pack
Features	- Two, 5 oz spray bottle of Neutrogena Ultra Sheer Body Mist Broad Spectrum SPF 45 Sunscreen Spray - Lightweight & non-greasy, the sheer sunscreen mist protects skin with a weightless, clean feel - This broad spectrum sunscreen helps protect against sunburn with an oxybenzone free formula - The Helioplex technology protects against skin-aging UVA rays & skin-burning UVB rays - This spray body sunscreen is also oil-free and non-comedogenic so it won't clog pores - When used as directed this SPF 45 sunscreen may decrease the risk for skin cancer caused by the sun - Quick absorb formula is easy to apply with little-to-no mess; convenient for outdoors & on-the-go - Neutrogena sunscreen from dermatologist recommended sun care brand is water resistant for 80 minutes



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EDLP: \$16.99