





PHARMACISTS' PICKS OF THE **TOP SELF-CARE PRODUCTS**

Pharmacy Today proudly presents APhA's Self-Care Product Survey. Conducted using scientifically valid methodology, the survey determines those nonprescription products most often recommended by pharmacists in the United States to consumers.

The winners were selected based on a survey of 1,682 pharmacists practicing in the United States who gave their unaided write-in opinions on which brands they'd recommend to patients in 86 categories. The highest share of citations as Most Trusted in the category determined the winner. If the margin of citation share between the leading brands did not exceed the estimate of sampling error at 90% statistical confidence, a tie was declared.



Please also see APhA's *Handbook of Nonprescription Drugs*, the definitive source of professional information about OTC products. The Handbook is available in print in the bookstore at [pharmacist.com](#) and online at [PharmacyLibrary.com](#).

The n listed is the total number of responding pharmacists' recommendations for each product category. These data may not be used without the prior permission of the American Pharmacists Association.

**Cough, cold, and allergy****Allergic reaction treatment****(Adult) (n = 554)**

Benadryl	67%
Zyrtac	6%
Claritin	2%
Cortizone 10	1%
Walgreens	1%

Nasal decongestant spray**(n = 555)**

Afrin	43%
Flonase	21%
Vicks Sinex	2%
Sudafed	2%
Ocean	1%

Adult cough suppressant —**Topical treatments (n = 590)**

Vicks VapoRub	32%
Delsym	11%
Robitussin	9%
Chloraseptic	4%
Halls	4%

Sinus rinse (n = 645)

NeilMed	33%
Neti Pot kit	13%
Ocean	8%
Navage	2%
Ayr	1%

Cough lozenges (n = 509)

Halls	38%
Cepacol	18%
Ricola	15%
Ludens	3%
Fisherman's Friend	2%

Liquid cough suppressant (dry cough) (n = 587)

Delsym	43%
Robitussin	24%
Mucinex	6%
Vicks Dayquil Nyquil	2%
Walgreens	0%

Cold medication (n = 510)

Vicks Dayquil Nyquil	25%
Tylenol	11%
Mucinex	9%
Robitussin	8%
Sudafed	5%

Flu medication (n = 598)

Theraflu	19%
Vicks Dayquil Nyquil	14%
Tylenol	11%
Mucinex	4%
Alka-Seltzer Plus	2%

Liquid cough expectorant (n = 561)

Robitussin	37%
Mucinex	31%
Delsym	8%
Vicks Dayquil Nyquil	1%
Equate	1%

Sore throat lozenges (n = 655)

Cepacol	34%
Halls	21%
Chloraseptic	8%
Ricola	8%
Sucrets	3%

Diagnostics**Blood pressure monitors (n = 646)**

Omron	42%
Walgreens	4%
CVS Health	2%
FreeStyle	2%
ReliON	1%

Lancets (n = 487)

OneTouch	27%
FreeStyle	9%
Accu-Check	8%
BD	5%
ReliON	3%

Blood glucose monitoring (n = 600)

OneTouch	27%
FreeStyle	17%
Accu-Check	9%
Dexcom	5%
Contour Next	4%

Cough medication (n = 598)

Robitussin	30%
Delsym	30%
Vicks Dayquil Nyquil	4%
MucinexDM	2%
CVS Health	1%

Digital thermometer (n = 466)

Braun	10%
Vicks	10%
BD	3%
Walgreens	2%
Omron	2%

Ears, eyes, nose, and throat	
Eye drops for allergies (n = 540)	
Alcon (Pataday/Zaditor)	51%
Visine.....	9%
Bausch + Lomb.....	7%
Refresh.....	3%
Clear Eyes.....	2%
Snoring cessation aids (n = 431)	
Breathe Right.....	32%
Nicorette	1%
CVS Health.....	1%
SleepRight.....	1%
Eye drops for redness (n = 636)	
Visine.....	42%
Alcon (Systane)	12%
Clear Eyes.....	10%
Refresh.....	4%
Lumify	3%
Snoring treatment (n = 460)	
Breathe Right.....	30%
CPAP	1%
SnoreStop	1%
Walgreens	1%
Smart Nora.....	1%



Contact lens solution (n = 529)	
Bausch + Lomb	37%
Alcon	19%
Boston.....	2%
Acuvue	1%
Equate	1%
Ear ringing treatment (Tinnitus) (n = 454)	
Lipo-Flavonoid	16%
Similasan	4%
Hyland's	1%
CVS Health	1%
Sundown Naturals	1%
Earache relief (n = 463)	
Similasan	14%
Debrox.....	7%
Hyland's	6%
Tylenol.....	3%
Motrin IB	2%
Water-blocked ear treatment (n = 531)	
Swim Ear	21%
Debrox.....	16%
Auri-Dri.....	6%
Walgreens	1%
CVS Health	1%
Eye drops for dry eyes (n = 547)	
Alcon (Systane)	25%
Refresh.....	23%
Visine.....	11%
Clear Eyes.....	4%
TheraTears.....	3%

Family planning	
Emergency contraceptive pill (n = 595)	
Plan B	64%
My Way	2%
Take Action.....	2%
After Action.....	1%
Ella.....	1%
Ovulation test (n = 565)	
Clearblue	25%
First Response	6%
e.p.t.	1%
One Step.....	1%
CVS Health	1%
Prenatal vitamins (n = 509)	
Nature Made.....	16%
One A Day.....	12%
Stuart Prenatal.....	4%
Nature's Bounty	3%
Centrum	2%
Pregnancy testing (n = 628)	
Clearblue	26%
First Response	23%
e.p.t.	5%
CVS Health	1%
Equate	1%
First aid	
First aid bandages (n = 551)	
Band-Aid	70%
Nexcare	3%
Walgreens	2%
CVS Health	1%
Equate	1%
Sunburn relief (n = 621)	
Solarcaine	13%
Banana Boat.....	6%
Demoplast.....	5%
Alocane	2%
Sun Bum.....	2%
Burn treatment (n = 468)	
Neosporin.....	11%
Solarcaine	7%
Alocane	5%
CVS Health	1%
Foille	1%

Insect bite/Sting relief (n = 592)	
Benadryl	15%
After Bite	13%
Cortizone 10.....	10%
Off	3%
StingEze	3%
Gastrointestinal	
Lactose digestive aids (n = 585)	
Lactaid	67%
Schiff Digestive Advantage	1%
Walgreens	1%
Equate	1%
Kirkland	1%
Diarrhea relief (n = 618)	
Imodium	66%
Pepto Bismol.....	9%
Kaopectate	1%
CVS Health	1%
Equate	1%
Gas relief (n = 572)	
Gas-X	61%
Mylicon	7%
Phazyme	2%
Gasex	2%
Beano	1%
Hemorrhoid relief (n = 571)	
Preparation H.....	61%
Tucks	7%
Anusol	3%
CVS Health	1%
Walgreens	1%
Upset stomach relief (n = 564)	
Pepto Bismol.....	52%
Tums	10%
Pepcid Complete	4%
Maalox	3%
Emetrol	3%
Fiber supplements (n = 629)	
Metamucil	48%
Benefiber	12%
FiberCon	6%
Fiber One	2%
Citrucel	1%

Stool softener (n = 545)	Cold sore relief (n = 574)	Denture adhesive (n = 482)	Children's allergic reaction treatments (n = 556)
Colace 48%	Abreva 64%	Fixodent 17%	Children's Benadryl 63%
Dulcolax 12%	Orajel 3%	Polident 10%	Children's Claritin 7%
Walgreens 2%	Carmex 2%	Super Poligrip 9%	Children's Zyrtec 6%
CVS Health 2%	Herpecin-L 2%	Sea-Bond 4%	CVS Health 1%
Senna-S 2%	Campho-phenique 1%	PrevilDent 1%	Equate 1%
Heartburn relief (n = 575)	Dry mouth relief (n = 619)	Pain and inflammation	Children's multivitamins (n = 556)
Tums 35%	Biogene 52%	Migraine headache products (n = 564)	Flintstones 38%
Pepcid 18%	XyliMelts 3%	Excedrin Migraine 53%	Centrum 5%
Prilosec OTC 8%	Therabreath 1%	Tylenol 7%	One A Day Kids 4%
Nexium 4%	ACT 1%	Advil Migraine 5%	L'il Critters 3%
Mylanta 3%	Good Neighbor Pharmacy 1%	Motrin IB 2%	OLLY 2%
Laxative (n = 560)	Oral pain relief (n = 610)	Aleve 1%	Children's topical cough suppressant (n = 507)
MiraLAX 25%	Orajel 50%	Excedrin 26%	Vicks VapoRub 33%
Dulcolax 23%	Anbesol 8%	Tylenol 25%	Children's Delsym 7%
Senokot 7%	Tylenol 6%	Advil 16%	Children's Robitussin 6%
Colace 6%	Advil 3%	Aleve 6%	Children's Mucinex 2%
Ex-Lax 3%	Motrin 2%	Motrin 5%	ZarBee's Naturals 2%
Nausea treatment/Relief (n = 591)	Sore gum relief (n = 464)	Back pain relief (n = 553)	Colic relief (n = 491)
Dramamine-N 20%	Orajel 41%	Aleve 13%	Mylicon 13%
Emetrol 19%	Anbesol 12%	Advil 9%	Little Remedies 4%
Pepto Bismol 10%	G.U.M. 1%	Salonpas 9%	Gerber 3%
Bonine 4%	Colgate 1%	Tylenol 7%	Hyland's 2%
Nauzene 3%	DenTek 1%	Motrin IB 6%	Mylanta 1%
Oral care	Denture cleaner (n = 500)	Pediatrics	Children's seasonal allergies (n = 567)
Toothpaste for sensitivity (n = 591)	Polident 21%	Children's cough, cold, and flu (n = 488)	Children's Claritin 36%
Sensodyne 72%	Efferdent 10%	Children's Mucinex 15%	Children's Zyrtec 30%
Crest 6%	Fixodent 2%	Children's Dimetapp 12%	Children's Benadryl 5%
Colgate 6%	Colgate 1%	Children's Tylenol 11%	Children's Allegra 4%
Sensodyne Pronamel 1%	CVS Health 1%	Children's Robitussin 10%	Children's Flonase 1%
Arm & Hammer 1%		ZarBee's Naturals 3%	



Children's cold medication (n = 543)	Probiotic supplement (n = 578)	Calcium supplement (n = 636)	Toe/Foot/Nail antifungal treatment (n = 453)
Children's Dimetapp 18%	Culturelle 24%	Nature Made 13%	Lotrimin 16%
Children's Tylenol 14%	Align Probiotic 11%	Caltrate 13%	Lamisil 14%
Children's Mucinex 11%	Florastor 9%	Citracal 12%	Fungi Nail 6%
Children's Robitussin 6%	Florajen 8%	Os-Cal 11%	Tinactin 4%
Zarbee's Naturals 4%	Nature Made 2%	Tums 3%	Kerasal 4%
Supplements	Weight loss aid (n = 457)	Topicals	Eczema relief (n = 504)
Adult multivitamin (n = 588)	Alli 13%	Scar treatment (n = 548)	Aveeno 14%
Centrum 43%	Hydroxycut 2%	Mederma 49%	Eucerin 14%
One A Day 17%	Slimfast 2%	ScarAway 2%	CeraVe 9%
Nature Made 7%	Diurex 1%	Bio-Oil 2%	Aquaphor 3%
Vitafusion 2%	Align 1%	CeraVe 1%	Gold Bond 2%
Nature's Bounty 1%		Cicatricure 1%	
Memory support supplement (n = 497)	Immune system booster (n = 526)	Lice treatment (n = 498)	Women's health
Prevagen 30%	Emergen-C 21%	Nix 49%	Yeast infection treatment (n = 632)
Neuriva 4%	Airborne 11%	RID 13%	Monistat 58%
Nature Made 2%	Nature Made 3%	Walgreens 1%	AZO 4%
Focus Factor 1%	Zicam 3%	Skilice 1%	Diflucan One 1%
Nature's Bounty 1%	Nature's Bounty 2%	Licefree Spray 1%	Walgreens 1%
Menopause supplement (n = 473)	Vitamin C supplement (n = 557)	Topical pain relief (n = 527)	CVS Health 1%
Estroven 24%	Nature Made 23%	Voltaren 26%	UTI prevention (n = 474)
Nature Made 2%	Emergen-C 15%	Aspercreme 10%	AZO 49%
Nutrafol 1%	Nature's Bounty 6%	Icy Hot 7%	Cystex 2%
Nature's Bounty 1%	CVS Health 3%	BIOFREEZE 6%	Uristat Ultra 1%
Walgreens 1%	Walgreens 2%	Salonpas 6%	Monistat 1%
Vitamin D supplement (n = 581)	Eye vitamins (n = 572)	Athlete's foot treatment (n = 535)	UTI-Stat 1%
Nature Made 30%	PreserVision 26%	Lotrimin 30%	Other
Nature's Bounty 10%	OcuVite 21%	Lamisil 19%	Incontinence products (n = 516)
CVS Health 2%	Bausch + Lomb 3%	Tinactin 10%	Depend 32%
Spring Valley 2%	Icaps 2%	Dr. Scholl's 2%	Poise 7%
Kirkland 1%	Nature Made 1%	CVS Health 2%	Always 2%
Joint supplement (n = 598)	Magnesium supplement (n = 586)	Stretch mark treatment (n = 472)	TENA 2%
Osteo Bi-Flex 23%	Nature Made 21%	Mederma 18%	Walgreens 1%
Schiff Move Free 6%	Mag-Ox 400 17%	Palmer's 11%	Sleep aid (n = 568)
Cosamin DS 4%	SlowMag MG 5%	Bio-Oil 7%	Unisom 23%
Nature Made 3%	Nature's Bounty 4%	Mother's Friend 1%	Benadryl 11%
Kirkland 2%	CVS Health 2%	Equate 1%	Vicks ZzzQuil 7%
Omega-3 supplement (n = 497)	Iron supplement (n = 584)	Sunscreen (n = 567)	Nature Made 2%
Nature Made 20%	Nature Made 16%	Neutrogena 23%	Sominex 2%
Nature's Bounty 7%	Feosol 14%	Coppertone 18%	Smoking cessation (n = 600)
MegaRed 3%	Slow Fe 9%	Banana Boat 10%	Nicorette 32%
Nordic Naturals 3%	Nature's Bounty 3%	Sun Bum 3%	NicoDerm 23%
CVS Health 2%	Walgreens 3%	Aveeno 2%	Nicotrol 3%

