



i ♥ rite aid

SALE DATES OCT 27 - NOV 2 iheartriteaid.com

GET 5⁰⁰ +UP REWARD WHEN YOU BUY \$20 OF THESE ITEMS

*Limit 1 +UP offer per household.

\$4.00 eSaver offer on Cover Girl Eye

\$3.00 eSaver offer on Cover Girl Nail

COVERGIRL All Cosmetics

BUY ONE GET SECOND ONE 50% OFF REGULAR RETAIL of equal or lesser value WITH WELLNESS+ CARD



OLAY Skin and Bath Care (excludes ProX) Ivory Liquid Hand Soap or Safeguard and Ivory Bar Soap

BUY ONE GET SECOND ONE 50% OFF REGULAR RETAIL of equal or lesser value WITH WELLNESS+ CARD



GET 5⁰⁰ +UP REWARD WHEN YOU BUY 2 OF THESE ITEMS

*Limit 1 +UP offer per household.



Laundry Detergent Liquid 75 oz., 36 - 48 Loads or Powder 40 Load or ERA Laundry Detergent 150 oz.

9⁰⁰ WITH WELLNESS+ CARD

75¢ eSaver offer on TIDE

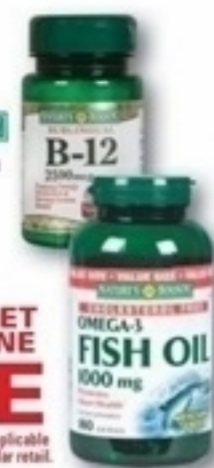


10⁰⁰ WITH WELLNESS+ CARD

Bounty Paper Towels 12 ct., Charmin Ultra Strong Double Roll Bathroom Tissue 16 ct. or Charmin Basic Double Roll Bathroom Tissue 20 ct.

All NATURE'S BOUNTY and Flex-a-min Vitamins and Supplements

BUY ONE GET SECOND ONE FREE WITH WELLNESS+ CARD



Austin Crackers 6 ct., Cheez-It 4.3 - 4.5 oz., Keebler or Nabisco Cookies and Crackers 3.47 - 7 oz., Combos 6.3 oz., Planters Peanuts 10 - 16 oz. or 10 Pack, Original Gourmet Butter Cookies 12 oz.

BUY ONE GET SECOND ONE FREE WITH WELLNESS+ CARD



YOU PAY 2⁹⁹ WITH WELLNESS+ CARD LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS -50¢ GET 1⁵⁰ +UP REWARD

Crest Toothpaste 3D White 5.8 oz., Pro•Health 6 oz. or Complete 7.6 - 8 oz., Pro•Health 4 - 4.1 oz. Oral-B Manual Toothbrush Pro•Health 1 ct. or Indicator 2 ct. or Floss Picks

All Secret, Old Spice and Gillette Antiperspirant/Deodorant and Body Spray, Old Spice and Gillette Body Wash, Bar Soap or Gillette Prep

BUY ONE GET SECOND ONE 50% OFF REGULAR RETAIL OF EQUAL OR LESSER VALUE ITEMS WITH WELLNESS+ CARD GET 2⁰⁰ +UP REWARD WHEN YOU BUY 2 OF THESE ITEMS



SEE MOST SUNDAY PAPERS FOR COUPON

CLAIROL Nice'n Easy or Natural Instincts Hair Color One Application (excludes Nice 'n Easy Foam) YOU PAY 2¹⁴ FOR LESS IN-AD COUPON -4⁰⁰ ON 2 LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS -5⁰⁰ ON 2 FINAL COST AFTER IN-AD AND MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS 2⁵⁰ FOR WITH WELLNESS+ CARD SINGLE PURCHASE PRICE \$2.49

BUY 3 Pepsi or Pepsi Products 12 Pack, 12 oz. Cans +CRV or deposit where applicable 3/12⁰⁰ WITH WELLNESS+ CARD GET FREE Mountain Dew 12 Pack, 12 oz. Cans +CRV or deposit where applicable

13⁹⁹ Coors or Miller Beer Select Varieties, 18 Pack, 12 oz. Cans or Bottles

11⁹⁹ Budweiser Project 12 Beer 12 Pack, 12 oz. Bottles

GET YOUR FLU SHOT AT RITE AID TODAY No appointment necessary.

*Vaccines available while supplies last. Age restrictions apply in some states. See pharmacist for details.

+UP REWARDS LOAD DIRECTLY TO YOUR WELLNESS+ CARD AND MAY BE REDEEMED AFTER 6AM THE DAY AFTER ISSUANCE. SEE BACK PAGE FOR ADDITIONAL RESTRICTIONS.

Aveeno
ACTIVE NATURALS

ih ear trit eaid .com

BUY ONE GET SECOND ONE 50% OFF
REGULAR RETAIL OF EQUAL OR LESSER VALUE WITH WELLNESS+ CARD

All Aveeno Facial and Body Care Products

Use as directed ©(M)CC2013

TRESemmé
Shampoo, Conditioner or Stylers (excludes trial size)

BUY ONE GET SECOND ONE 50% OFF
REGULAR RETAIL OF EQUAL OR LESSER VALUE ITEMS WITH WELLNESS+ CARD

GET 300 +UP REWARD
WHEN YOU BUY \$10 OF THESE ITEMS

*Limit 2 +UP offers per household.

All Burt's Bees

\$2 OFF COUPON IN MOST SUNDAY PAPERS

L'ORÉAL Advanced Therapy Shampoo or Conditioner
12.6 oz.

3.99
WITH WELLNESS+ CARD

GET 500 +UP REWARD
WHEN YOU BUY \$15 OF THESE ITEMS

*Limit 4 +UP offers per household.

L'ORÉAL Advanced Therapy Shampoo or Conditioner
12.6 oz.

3.99
WITH WELLNESS+ CARD

Pure Shine, Samy, Renpure or Thicker Fuller Hair Care

BUY ONE GET SECOND ONE FREE
of equal or lesser value plus applicable sales tax. Items offered at regular retail.

WITH WELLNESS+ CARD

Curél Lotions
7.5 - 13 oz.

Jergens Lotions
16.8 - 21 oz.

5.99
WITH WELLNESS+ CARD

Eco Tools and Bath

GET 4.00 +UP REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 2 +UP offers per household.

Alberto VO5 Shampoo or Conditioner
15 oz.

89¢
WITH WELLNESS+ CARD

head & shoulders Shampoo or Conditioner
13.5 - 14.2 oz. (excludes Extra Strength Clinical)

YOU PAY 4.49
LESS eSAVER ONLINE OFFER -1.00
FINAL COST AFTER eSAVER ONLINE OFFER 3.49

WITH WELLNESS+ CARD

L'ORÉAL Moisturizers

5.00 OFF
REGULAR RETAIL WITH WELLNESS+ CARD

Select L'ORÉAL Moisturizers

NIVEA Lip Care

YOU PAY 2 FOR \$5
LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS -3.00 ON 2
FINAL COST AFTER MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS 2 FOR \$2

WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$2.99

CLAIROL Nice 'n Easy Root Touch-Up Hair Color
One Application

YOU PAY 2 FOR \$10
LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS -5.00 ON 2
FINAL COST AFTER MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS 2 FOR \$5

WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$5.99

CONAIR Hair Dryers, Curling Irons, Straighteners or Men's Grooming
Regular Retail \$9.99 - \$69.99

GET 1000 +UP REWARD
WHEN YOU BUY \$30 OF THESE ITEMS

*Limit 4 +UP offers per household. Purchase dates 10/27 - 11/30/13

look & feel beautiful

RITE AID BEAUTY MONEY BACK GUARANTEE
It's ok to change your mind here.

intheartofritaid.com



REVLON®
ColorStay Cosmetics
BUY ONE GET SECOND ONE
50% OFF
REGULAR RETAIL
of equal or lesser value
WITH WELLNESS+ CARD



Neutrogena®
Cosmetics
BUY ONE GET SECOND ONE
50% OFF
REGULAR RETAIL
of equal or lesser value
WITH WELLNESS+ CARD



GET WITH WELLNESS+ CARD **10.00 +UP** REWARD
WHEN YOU BUY \$15 OF THESE ITEMS
*Limit 2 +UP offers per household.

PHYSICIANS FORMULA
Cosmetics

CATCH THE BUTTERFLY EFFECT
FLUTTERY, WINGED OUT LASHES
STRETCH AND EXTEND
LASHES TO CORNER

NEW L'ORÉAL PARISÉ
VOLUMINOUS®
BUTTERFLY™

8.99
WITH WELLNESS+ CARD



BUY ONE GET SECOND ONE
50% OFF
REGULAR RETAIL OF EQUAL OR LESSER VALUE
ITEMS WITH WELLNESS+ CARD
GET 5.00 +UP REWARD
WHEN YOU BUY \$15 OF THESE ITEMS
*Limit 2 +UP offers per household.

RIMMEL
All Cosmetics

MAYBELLINE®
NEW YORK



\$2.99
WITH WELLNESS+ CARD
Color Show
Nail Products



\$5.99
WITH WELLNESS+ CARD
Volum' Express
the Rocket Mascara,
Colossal Cat Eyes,
Master Duo Eye Liner,
Master Smoky Liner



Tweezerman
Beauty Tools

GET WITH WELLNESS+ CARD **6.00 +UP** REWARD
WHEN YOU BUY 2 OF THESE ITEMS
*Limit 2 +UP offers per household.

FALL UNDER THE SPELL OF THE ELIXIR EFFECT
HYPER-SATURATED COLOR. ULTRA-CUSHIONY FEEL.
THE NEW HYPNOTIC LIP SENSATION.

new color ELIXIR
by colorsensational

BUY ONE GET SECOND ONE
50% OFF
REGULAR RETAIL
of equal or lesser value
WITH WELLNESS+ CARD



MAYBELLINE®
Color Sensational Lip

ALMAY.
Foundation,
Powder, Concealer,
Blush or Bronzers
BUY ONE GET SECOND ONE
50% OFF
REGULAR RETAIL
of equal or lesser value
WITH WELLNESS+ CARD



No nonsense®
Pantyhose,
Knee Highs,
Tights or Socks
Selection may vary
by store
BUY ONE GET SECOND ONE
FREE
of equal or lesser value plus applicable
sales tax. Items offered at regular retail.
WITH WELLNESS+ CARD



Personal Care

Kotex

Maxi Pads 28 - 44 ct.,
Lightdays Pantliners 80 - 135 ct.,
Security Tampons 36 ct., Poise Pads
20 - 30 ct.,
Regular Retail \$6.49 - \$6.99
Pantliners 44 - 48 ct.

YOU PAY 2/12⁰⁰
WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$6.29
LESS MANUFACTURER'S
COUPON IN MOST
SUNDAY PAPERS
-1⁰⁰
ON 2
GET 200 +UP
REWARD
WHEN YOU BUY 2 OF THESE ITEMS
*Limit 2 +UP offers per household.



always

Radiant Infinity
Maxi Pads 12 - 16 ct.,
Pantliners 64 ct.,
or Tampax Radiant
16 ct.

YOU PAY 2/8⁰⁰
WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$4.29
GET 1⁰⁰ +UP
REWARD
WHEN YOU BUY 2 OF THESE ITEMS
*Limit 2 +UP offers per household.



\$1.00
eSaver offer at
riteaid.com/load2Card



Monistat 1 Day or 3 Day
Yeast Treatments

YOU PAY 17⁹⁹
WITH WELLNESS+ CARD
GET 300 +UP
REWARD
*Limit 2 +UP offers per household.



19⁹⁹
WITH WELLNESS+ CARD
Depend Value Pack
Underwear 26 - 32 ct.
Poise Maximum
Protection Long Pads
64 ct.



BUY ONE GET SECOND ONE 50% OFF
REGULAR RETAIL OF EQUAL OR LESSER VALUE
ITEMS WITH WELLNESS+ CARD
GET 200 +UP
REWARD
WHEN YOU BUY 2 OF THESE ITEMS
*Limit 2 +UP offers per household.

All Profoot Care,
Desenex, Wart Stick,
Corn Stick, Kerasal
Foot Ointment & Nail
Fungal and Flexitol
Heel Balm

BUY ONE GET SECOND ONE 50% OFF
REGULAR RETAIL
OF EQUAL OR LESSER VALUE
WITH WELLNESS+ CARD



GET 2⁰⁰ +UP REWARD WHEN YOU BUY \$10 OF THESE ITEMS

*Limit 2 +UP offers per household.

Band-Aid Brand Bandages
and Hurt-Free Wash 6 oz.
Choose From Plastic, Sheer,
Children's, Clear, Dryfit, Flexible
Fabric, Tough Strips, Sport, Active,
Antibacterial or Waterproof
10 - 80 ct., Neosporin Kid
Wound Cleanser 2.3 oz.

2/\$6
SINGLE PURCHASE PRICE \$3.49
WITH WELLNESS+ CARD



4⁹⁹
WITH WELLNESS+ CARD
Benadryl
Cream 1 oz., Spray 2 oz. or Gel 4 oz.
Neosporin 0.5 oz. or Spray .26 oz.
Aveeno Cream 1 oz. or Lotion 4 oz.



YOU PAY 15⁹⁹
LESS MANUFACTURER'S
COUPON IN MOST
SUNDAY PAPERS
FINAL COST AFTER
MANUFACTURER'S
COUPON IN MOST
SUNDAY PAPERS
14⁴⁹
WITH WELLNESS+ CARD

Clear Care Twin Pack 12 oz.
Opti-Free
Pure Moist & Systane Balance & Ultra Twin
Packs 10 ml. & Systane Eye Vitamins,
Gentle Gel Twin Pack 10 ml.



YOU PAY 9⁹⁹
WITH WELLNESS+ CARD
GET 300 +UP
REWARD
*Limit 2 +UP offers per household.

All TheraTears
Products



BUY ONE GET SECOND ONE 50% OFF
REGULAR RETAIL
OF EQUAL OR LESSER VALUE
WITH WELLNESS+ CARD

All Eucerin and Aquaphor
Skin Care and Baby



2/\$7
SINGLE PURCHASE PRICE \$3.99
WITH WELLNESS+ CARD
Johnson & Johnson, Aveeno
or Desitin Baby Care Products
Regular Retail \$4.29 - \$6.49

GUIDING YOU THROUGH THE
AFFORDABLE CARE ACT

HOW CAN IT HELP YOU?



Free Affordable Care
Act counseling*
available at select
Rite Aid locations.

Visit
riteaid.com/affordablecare
or call 1-855-880-8777
to find a convenient
location today.

*With an independent Licensed Insurance agent. Counselors
not available where prohibited by State government
MarketPlace restrictions, including VT, MA & RI.

Cold & Flu



Mucinex Fast-Max
Liquid 9 oz. or Caplets 30 ct.

YOU PAY 14⁹⁹
WITH WELLNESS+ CARD

GET 200^{+UP}
REWARD

*Limit 3 +UP offers per household.

YOU PAY 6⁹⁹
LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS
-1⁰⁰
FINAL COST AFTER MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS
5⁹⁹
WITH WELLNESS+ CARD

Vicks NyQuil or DayQuil
Liquid 12 oz. or Liquicaps 24 ct.
Vicks VapoRub 100 gm.

Halls Cough Drops
Choose from Cream or Fruit Breezers, Sugar Free or Plus 25 ct., Natural 20 - 25 ct. or Defense 17 - 30 ct.

YOU PAY 2/3⁰⁰
WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$1.75

GET 100^{+UP}
REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 4 +UP offers per household.



Advil Film Coated Tablets or Caplets or Liqui-Gels 80 ct., **Advil PM** 40 ct.

YOU PAY 8⁹⁹
WITH WELLNESS+ CARD

GET 200^{+UP}
REWARD

*Limit 4 +UP offers per household.

Zicam
(excludes Zicam Natural Cold Relief 4 oz. and Zicam for Kids)
Delsym
Adult or Children's 3 oz. Children's Mucinex 4 oz.

YOU PAY 8⁹⁹
WITH WELLNESS+ CARD

GET 100^{+UP}
REWARD

*Limit 4 +UP offers per household.



3⁶⁹
WITH WELLNESS+ CARD

Excedrin Pain Relievers
24 ct.

wellness65+ members get

20% OFF*
THE WHOLE STORE EVERY
FIRST WEDNESDAY
OF THE MONTH

RITE AID wellness+
savings + healthy benefits

65 OR OLDER?
enroll FREE today in **wellness65+**

*wellness+® card and enrollment in wellness65+ required for discount. Discount not valid on prescriptions, prescription co-pays, and certain non-prescription items such as tobacco, alcohol, gift cards and dairy products. May not be combined with any other offer. Other limitations apply. See www.riteaid.com/rules or enrollment form for details.

Rolaids
72 - 150 ct.
Tablets

YOU PAY 3⁹⁹
LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS
-1⁰⁰
FINAL COST AFTER MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS
2⁹⁹
WITH WELLNESS+ CARD

WITH WELLNESS+ CARD



YOU PAY 19⁹⁹
LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS
-8⁰⁰
FINAL COST AFTER MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS
11⁹⁹
WITH WELLNESS+ CARD

Zegerid OTC
Caplets 42 ct.

Bayer Aspirin 300 ct.,
Aleve 200 ct., **TruBiotics**
or **Phillips' Colon Health Probiotics** 30 ct.,
One A Day Tablets
120 - 200 ct. or **Vitacrave**
70 - 100 ct., **Citracal Calcium** 120 or 180 ct.,
Flintstones Chewable Tablets 150 ct.
or **Gummies** 80 - 180 ct.

YOU PAY 2/30⁰⁰
WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$16.99

GET 10⁰⁰+UP
REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 2 +UP offers per household.



Prilosec OTC 42 ct.
or **Prevacid 24 Hour** 42 ct.

YOU PAY 24⁹⁹
WITH WELLNESS+ CARD

GET 500^{+UP}
REWARD

*Limit 2 +UP offers per household.

\$1.00
eSaver offer
on **PRLOSEC** at
riteaid.com/load2Card

Candy Specials



4.99
WITH WELLNESS+ CARD

Hershey's, Reese's, Mars, M&M's
or Nestle Big Bags 17.5 - 19.75 oz.
Pantry Gusset Bags 24 oz.
Russell Stover Sugar Free Bags 10 oz.
Selection may vary by store



2/\$2

SINGLE PURCHASE PRICE \$1.19
WITH WELLNESS+ CARD

Single Pack Gum
Regular Retail \$1.29 - \$1.59



Altoids
1.76 oz.
Ice Breakers
1.3 - 1.5 oz.
Selection may vary
by store

YOU PAY 2/3.00

WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$1.99

GET 100+UP

REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 4 +UP offers per household.



Non-Chocolate Candy Bags
Regular Retail \$2.99 - \$3.69
Selection may vary by store

YOU PAY 2/4.00

WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$2.49

GET 100+UP

REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 4 +UP offers per household.



2/\$5

SINGLE PURCHASE PRICE \$2.79
WITH WELLNESS+ CARD

Candy Tubs 18 - 26 oz.
Chocolate
Laydown Bags 9 - 11 oz.
Selection may vary by store



2/\$3

SINGLE PURCHASE PRICE \$1.79
WITH WELLNESS+ CARD

Hershey's XL Bars,
Cadbury Bars,
Andes or Toblerone
Selection may vary by store



2.99

WITH WELLNESS+ CARD

Ferrero Rocher 12 ct.
Lindt or Ghirardelli Pouches
4.12 - 5.32 oz.
Selection may vary by store



2/\$7

SINGLE PURCHASE PRICE \$3.99
WITH WELLNESS+ CARD

Hershey's Bliss 8.6 - 9.6 oz.
Dove 8 - 9.5 oz.
Selection may vary by store



5.99

WITH WELLNESS+ CARD

Hershey's Pot of Gold 8.7 - 10 oz.
Russell Stover 8.25 - 12 oz.
Whitman's Sampler 7 - 12 oz.
Selection may vary by store



Single Serve
Candy Bars
Regular Retail 99¢

3/\$2

SINGLE PURCHASE PRICE 79¢
WITH WELLNESS+ CARD

Hershey's,
Reese's, Mars
or Nestle
Fun Size or
Snack Size
6 Packs

99¢

WITH WELLNESS+ CARD

Healthier Alternatives

Thai Pavilion Meals
2.57 - 2.79 oz.
Bumble Bee Albacore Tuna Pouch 2.5 oz.
PopCorners 5 oz.
Pantry Rice 2 lb.
Alo Water 16.9 oz.
Fiji Water 1 Liter
+CRV or Deposit where applicable
Selection may vary by store

2/\$3

SINGLE PURCHASE PRICE \$1.79 WITH WELLNESS+ CARD



Annie Chun's Dinners
5.3 - 9.1 oz.
Bumble Bee Solid White Albacore Tuna 5 oz.
Crystal Light On the Go 1.4 oz.
Ocean Spray Craisins 5 oz.
Mott's Applesauce 6 Pack
Del Monte Fruit Cups 4 Pack
Selection may vary by store

2/\$4

SINGLE PURCHASE PRICE \$2.29 WITH WELLNESS+ CARD



Blue Diamond Almonds 4 - 7.25 oz.
Henry Juice
Cranberry, Grape, Pomegranate or Cranberry/Grape
+CRV or deposit where applicable
Selection may vary by store

2/\$5

SINGLE PURCHASE PRICE \$2.79 WITH WELLNESS+ CARD



Fiber One Cereal
11.75 - 16.2 oz.
and Bars 5 ct.
Kashi Cereal
10.3 - 13.8 oz.
and Bars 6 ct.
Cascadian Farm Cereal
13.25 - 16 oz.
and Bars 5 - 6 ct.
Selection may vary by store

2/\$6

SINGLE PURCHASE PRICE \$3.49 WITH WELLNESS+ CARD



Explore our CRAFT beer selection



13⁹⁹

Heineken Beer
Select Varieties, 12 Pack, 12 oz. Bottles or Cans
Beers of Mexico or Dos Equis Select Varieties, 12 Pack, 12 oz. Bottles



11⁹⁹

Beck's, Shock Top or Third Shift Beer Select Varieties, 12 Pack, 12 oz. Bottles
Modelo Beer Select Varieties, 12 Pack, 12 oz. Cans



10⁴⁹

Budweiser Beer
Select Varieties, 12 Pack, 12 oz. Cans or Bottles



6⁹⁹

Rolling Rock Beer
Select Varieties, 12 Pack, 12 oz. Cans
Miller High Life Beer
Select Varieties, 12 Pack, 12 oz. Bottles

Arizona Tea 1 Gallon
Capri Sun 10 Pack
or Red Bull 12 oz.
+CRV or Deposit where applicable
Selection may vary by store

2⁴⁹
WITH WELLNESS+ CARD



3⁹⁹
WITH WELLNESS+ CARD

Poland Spring Spring Water
24 Pack, 0.5 Liter Bottles
+CRV or Deposit where applicable



2⁴⁹
WITH WELLNESS+ CARD

Stevia in the Raw 50 ct.
Coffee-mate 16 oz.
Jell-O No Bake Cheesecake 11.1 oz.
Aunt Jemima Syrup 24 oz.
Bigelow Tea 20 ct.
Kraft Homestyle 12.6 oz., Easy Mac 12.9 oz., Deluxe Mac & Cheese 14 oz., Velveeta Shells & Cheese 12 oz. or Velveeta Skillets 12.86 - 13.6 oz.
Old El Paso Taco Kit 11.4 oz. Selection may vary by store



Buy One Get Second One Free
 of equal or lesser value plus applicable sales tax. Items offered at regular retail. WITH WELLNESS+ CARD

Sundown
Vitamins and Supplements



Buy One Get Second One Free
 of equal or lesser value plus applicable sales tax. Items offered at regular retail. WITH WELLNESS+ CARD

Osteo Bi-Flex
 Assorted Formulas



Buy One Get Second One Free
 of equal or lesser value plus applicable sales tax. Items offered at regular retail. WITH WELLNESS+ CARD

All Schiff
Supplements



VITAMIN & NUTRITION SALE BUY 1 GET 1 FREE!
 on these popular vitamins and supplements . . . and MORE IN STORES!

Prices effective through 11/30/13. Same brand, of equal or lesser value. Selection may vary by store.



Buy One Get Second One Free
 of equal or lesser value plus applicable sales tax. Items offered at regular retail. WITH WELLNESS+ CARD

Natrol Vitamins and Supplements and Laci Le Beau Teas

Ester-C
 Assorted Formulas

Buy One Get Second One Free
 of equal or lesser value plus applicable sales tax. Items offered at regular retail. WITH WELLNESS+ CARD



Buy One Get Second One Free
 of equal or lesser value plus applicable sales tax. Items offered at regular retail. WITH WELLNESS+ CARD

Viactiv Calcium or Multivitamin Chews
 60 - 100 ct.



Buy One Get Second One Free
 of equal or lesser value plus applicable sales tax. Items offered at regular retail. WITH WELLNESS+ CARD

Disney Gummies Vitamins
 60 - 180 ct.



Buy One Get Second One Free
 of equal or lesser value plus applicable sales tax. Items offered at regular retail. WITH WELLNESS+ CARD

Applied Nutrition
 Longer Stronger Nails 60 ct., Prostate Defense 50 ct., Healthy Brain 50 ct., 10 Day Acai Cleanse Kit, T-Strong 24 ct., Libido Max 75 ct., Libido-Max Womens Warming 40 ct., Green Tea 30 ct., Natural Fat Burner 30 ct., Green Tea Triple Fat Burner 30 ct., 14 Day Acai, Raspberry Ketone WOW 40 ct., 5 Day Liquid Cleanse 10 ct., Full Diet Expand 60 ct.

GNC
 LIVE WELL.

FULL SELECTION GNC VITAMINS AND SUPPLEMENTS

GNC
 Triple Strength Fish Oil 60 - 120 ct.
 Assorted Formulas

Buy One Get Second One 50% OFF
 REGULAR RETAIL of equal or lesser value WITH WELLNESS+ CARD



GNC PRO PERFORMANCE®
 Amplified WheyBolic Extreme 60 1 - 3 Lb. or Platinum Addition 1 Lb.
 Marked Sports Nutrition Supplements

Buy One Get Second One 50% OFF
 REGULAR RETAIL of equal or lesser value WITH WELLNESS+ CARD



*Sale only available at GNC Locations in Rite Aid Stores. GNC Sale Dates 10/27 - 11/2/13. For the Rite Aid GNC Locations nearest you, call 1-800-RITE-AID® TDD/TTY 1-800-821-1833 or visit us at www.riteaid.com. Selection may vary by store.

Oral Care

Crest
Any 3D White Strips
Kit or Luster
Teeth Whitening
System

Regular Retail \$44.99 - \$49.97

YOU PAY 10⁰⁰ OFF
WITH WELLNESS+ CARD REGULAR RETAIL

GET 5⁰⁰ +UP
REWARD

*Limit 2 +UP offers per household.



Crest
Toothpaste
Pro-Health or Complete 2 ct.

Oral-B
Manual Toothbrushes

Pulsar 1 ct.
Pro-Health 2 ct.
Complete 4 ct.
Indicator 4 ct.

Battery Powered
Toothbrush

Cross Action or Refill 2 ct.

YOU PAY 5⁹⁹
WITH WELLNESS+ CARD

GET 2⁰⁰ +UP
REWARD

*Limit 2 +UP offers per household.



iheartriteaid.com

Colgate

Optic White
Toothpaste 4 oz. or 4 Pack, 0.85 oz.
Mouthwash 8 oz.
Manual Toothbrush 1 ct.

YOU PAY 2/6⁰⁰
WITH WELLNESS+ CARD SINGLE PURCHASE PRICE \$3.29

GET 2⁰⁰ +UP
REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 2 +UP offers per household.



**BUY ONE GET
SECOND ONE
50% OFF**
REGULAR RETAIL
OF EQUAL OR LESSER VALUE
WITH WELLNESS+ CARD

Sensodyne
Toothpaste 3.4 or 4 oz.
to-active 4.3 oz.
Toothbrush 1 ct.
Mouthwash 250 ml.

RITE AID Manufacturer's Coupon / Expires 11/02/13

Colgate
Kids or Adult
Power Toothbrush
1 ct.

YOU PAY 6⁹⁹
LESS IN-AD COUPON -3⁰⁰
LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS -2⁰⁰
FINAL COST AFTER IN-AD AND MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS 1⁹⁹
WITH WELLNESS+ CARD

RC4914401278701110213

Must bring coupon to get advertised discount. Good only at RITE AID Pharmacies. Limit one per customer. Coupon redemption paid by manufacturer. Not valid if duplicated.

AXE

All Antiperspirant/
Deodorant, Body
Sprays, Shampoo 2
in 1 and Stylers,
Shower Gel, Shave
Gel or Face Care

**BUY ONE GET
SECOND ONE 50% OFF**
REGULAR RETAIL OF EQUAL OR LESSER VALUE
ITEMS WITH WELLNESS+ CARD

GET 3⁰⁰ +UP
REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 2 +UP offers per household.



Dove and Degree
Invisible Solid,
Right Guard, Dry
Idea, Mitchum,
Ban, Sure or Brut
Anti-Perspirant or
Deodorant
(excludes Twin Packs
and Clinicals)

2⁹⁹
WITH WELLNESS+ CARD



Gillette

Any MACH3, Custom
Plus, Sensor3, Venus,
Good News or Daisy
Disposable Razor

6⁹⁹

WITH WELLNESS+ CARD



Gillette
Fusion, ProGlide,
MACH3 Sensitive
or Venus Razor
1 ct.
(excludes Styler)

YOU PAY 9⁹⁹
WITH WELLNESS+ CARD

LESS MANUFACTURER'S
COUPON IN MOST
SUNDAY PAPERS -1⁰⁰

GET 2⁰⁰ +UP
REWARD

*Limit 2 +UP offers per household.



Irish Spring
Body Wash
15 oz.

Softsoap
Bar Soap 4 Pack,
Liquid Soap
32 oz. Refill
or Body Wash
15 - 18 oz.

YOU PAY 2⁹⁹
WITH WELLNESS+ CARD

GET 2⁰⁰ +UP
REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 2 +UP offers per household.



BIC
Razors

**BUY ONE GET
SECOND ONE
50% OFF**
REGULAR RETAIL
OF EQUAL OR LESSER VALUE
WITH WELLNESS+ CARD



7⁹⁹
WITH WELLNESS+ CARD



**Just For Men
or Touch of Gray
Hair Color**

Nicorette Gum
100 - 110 ct.
**Nicorette
Mini Lozenges** 81 ct.
**Nicorette
Lozenges** 72 ct.
**Nicoderm CQ
Patch** 14 ct.
Available at the Front
Checkout Registers

YOU PAY 39⁹⁹
LESS MANUFACTURER'S
COUPON IN MOST
SUNDAY PAPERS -10⁰⁰
**FINAL COST AFTER
MANUFACTURER'S
COUPON IN MOST
SUNDAY PAPERS** 29⁹⁹
WITH WELLNESS+ CARD





Rite Aid Brand



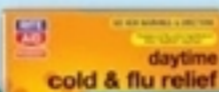
Pain Relievers

Choose from Adult Pain Relievers 50 ct. or Children's Acetaminophen or Ibuprofen 4 oz.

BUY ONE GET SECOND ONE FREE

of equal or lesser value plus applicable sales tax. Items offered at regular retail.

WITH WELLNESS+ CARD



BUY ONE GET SECOND ONE FREE

of equal or lesser value plus applicable sales tax. Items offered at regular retail.

WITH WELLNESS+ CARD



Allergy Relief

Choose from Fexofenadine, Loratadine or Cetirizine 60 - 120 ct.

2/\$10

SINGLE PURCHASE PRICE \$5.49 WITH WELLNESS+ CARD

Cough and Cold Relief

Choose from Nasal Spray 1 oz., Daytime or Nighttime Liquid 6 - 8 oz. or Liquelets 20 - 24 ct., Tussin 8 oz., Diphhydramine Allergy 48 ct., Cough DM 3 oz. or Mucus Relief 6 oz.



7.99

WITH WELLNESS+ CARD



Acid Relief

Omeprazole or Lansoprazole 14 ct. Compare to Prilosec and Prevacid

7.99

WITH WELLNESS+ CARD



Laxatives Choose from Bisacodyl Tablets or Stool Softener Tablets 50 ct., Women's Laxative 90 ct., Senna Lax 100 ct. or Laxative Relief 8.3 oz.



Any Protective Underwear, Pads, Guards or Undergarments or Sanitary Protection Pads, Liners or Tampons

BUY ONE GET SECOND ONE 50% OFF

REGULAR RETAIL of equal or lesser value

WITH WELLNESS+ CARD



BUY ONE GET SECOND ONE 50% OFF

REGULAR RETAIL of equal or lesser value

WITH WELLNESS+ CARD



Tugaboos Jumbo Pack Training Pants, Baby Wipes 64 - 80 ct., Baby Oil, Powder, Lotion, Shampoo, Wash, Petroleum Jelly, Cotton Swabs, Diaper Rash Cream or Anesthetic Gel



All Christmas Toys

Regular Retail \$9.99 and Above Selection may vary by store

BUY ONE GET SECOND ONE 50% OFF

REGULAR RETAIL of equal or lesser value

WITH WELLNESS+ CARD



Compare & Save



Disposable Razor

3 - 12 ct.

Razor Kit or Cartridge Refill, Shave Gel

7 - 9 oz.

Men's Body Wash

18 oz.

BUY ONE GET SECOND ONE 50% OFF

REGULAR RETAIL OF EQUAL OR LESSER VALUE

ITEMS WITH WELLNESS+ CARD

GET 300 +UP REWARD

WHEN YOU BUY \$10 OF THESE ITEMS

*Limit 2 +UP offers per household.



Cotton and Applicators

BUY ONE GET SECOND ONE 50% OFF

REGULAR RETAIL of equal or lesser value

WITH WELLNESS+ CARD



Eye Care Liquids and Accessories

BUY ONE GET SECOND ONE 50% OFF

REGULAR RETAIL of equal or lesser value

WITH WELLNESS+ CARD



Hydrogen Peroxide, Alcohol ISP or Epsom Salt

BUY ONE GET SECOND ONE 50% OFF

REGULAR RETAIL of equal or lesser value

WITH WELLNESS+ CARD





3.99
WITH WELLNESS+ CARD

Swiffer Dry Refill 16 ct. or Duster Refill 5 ct., **Oxi Clean** Spray 21.5 oz., Powder 1.3 lb., Max Force Power Paks 10 ct. or Stick 6.2 oz., **Oxi Clean** Automatic Dishwasher Booster 7 oz., **Cascade** Action Packs 14 - 20 ct. or Gel 75 oz., **HOME** Kitchen and Trash Bags Quick-Tie 21 - 35 ct., Drawstring 10, 20 or 30 ct., Extreme Flex 14 or 20 ct.

Lysol Spray 19 oz., **Air Wick** Ultra or Mini Freshmatic Refills **Febreze** Scented Candles 5.5 oz., Noticeables Refills 1 Pack or Fabric Spray 800 ml.

4.99
WITH WELLNESS+ CARD



\$1.00
eSaver offer on FEBREZE at riteaid.com/load2Card



2/\$5
SINGLE PURCHASE PRICE *2.69 WITH WELLNESS+ CARD

Mr. Clean Cleansers or **Magic Eraser** 2 Pack **Fantastik** Scrubbing Bubbles 32 oz. **Glade** Carpet Fresh 32 oz. or **Resolve** Spray 'n Wash 22 oz.

Simplify.

Napkins 120 ct. **Paper Towels** Single Roll **Facial Tissues** 100 ct. **Bathroom Tissue** 4 Pack or Single Roll 1000 ct.

YOU PAY 87¢
WITH WELLNESS+ CARD
GET 100 +UP
REWARD
WHEN YOU BUY 5 OF THESE ITEMS
*Limit 2 +UP offers per household.



5.99
WITH WELLNESS+ CARD

Xtra Laundry Detergent 110 Loads **Downy Fabric Softener** Liquid 48 - 60 Load **Dryer Sheets** 90 ct. or **UN Stopables** 21 Loads **Bounce Fabric Softener** Dryer Sheets 105 ct. **Tide Stain Release Boost** 18 ct.

SEE MOST SUNDAY PAPERS FOR COUPON ON DOWNY & BOUNCE



2/\$3
SINGLE PURCHASE PRICE *1.79 WITH WELLNESS+ CARD

HOME Facial Tissues 230 ct. or Pocket Pack 8 ct. **Ultra Paper Towels** Single Roll **Deluxe** or **Long Cuff** **Cleaning Gloves** or **Bleach** 30 oz.



9.99
WITH WELLNESS+ CARD

Hartz Training Pads 50 ct. or Ultra 32 ct., **Beggin' Strips** 25 oz., **TBonz** 45 oz., **Pup-Peroni** 25 oz., **Dingo** Small Bone 6 ct. or **Minis** 21 ct.

2/\$4
SINGLE PURCHASE PRICE *2.29 WITH WELLNESS+ CARD

9 Lives Cat Food 4 Pack Cans or **Friskies Party Mix** Treats Selection may vary by store



3.49
WITH WELLNESS+ CARD

Select Dog Treats Choose from Milk-Bones, Beneful, Beggin' Strips and More!

25% OFF
REGULAR RETAIL WITH WELLNESS+ CARD

21" Round Pet Beds, **Arm & Hammer Scoopable Cat Litter** 14 lb., **Mighty Dog**, **Friskies** or **Whiskas Variety Pack** Pet Food 12 Pack



BUY ONE GET SECOND ONE 50% OFF
REGULAR RETAIL OF EQUAL OR LESSER VALUE WITH WELLNESS+ CARD

All Diecast Cars or TY Beanies



YOU PAY 19.99
WITH WELLNESS+ CARD
GET 200 +UP
REWARD
*Limit 2 +UP offers per household.



AS SEEN ON TV
Side Socket, **Flex Seal** or **Light Angel**

YOU PAY 12.99
WITH WELLNESS+ CARD
GET 200 +UP
REWARD
*Limit 4 +UP offers per household.



BRITA or **Proctor-Silex** Assorted Appliances Selection may vary by store

YOU PAY 16.99
WITH WELLNESS+ CARD
GET 200 +UP
REWARD
*Limit 2 +UP offers per household.

Save \$125 In +UP REWARDS This Week



40% OFF
REGULAR RETAIL
WITH WELLNESS+ CARD

ALL SALLY HANSEN ITEMS (EXCLUDES B&D)

GET 500 +UP REWARD
WITH WELLNESS+ CARD
WHEN YOU BUY \$15 OF THESE ITEMS

*Limit 2 +UP offers per household.

Win a Trip to Sochi

You could go to the Sochi 2014 Olympic Winter Games
Buy P&G products and submit code at www.pgsweps.com/sochi

PANTENE Shampoo or Conditioner 12.6 oz.
Stylers 5.7 - 8.5 oz.

YOU PAY 2/7⁰⁰
WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$3.99

LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS -150 ON 2

GET 200 +UP REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 2 +UP offers per household.

Crest Pro-Health Clinical or 3D Whitening Rinse 473 ml.
Pro-Health Rinse 500 ml. - 1 Liter

YOU PAY 4⁵⁰
WITH WELLNESS+ CARD

LESS MANUFACTURER'S COUPON IN MOST SUNDAY PAPERS -50¢

GET 300 +UP REWARD

*Limit 2 +UP offers per household.

Kellogg's Cereal
Frosted Mini Wheats, Cracklin Oat Bran, Crunchy Nut, Krave, All Bran or Crispix 10.4 - 18.3 oz., Raisin Bran 14.2 - 18.7 oz. or Fun Pack 8 ct.

or Nutri-Grain Bars
5 - 8 ct.

Quaker Cereal
13 - 14.5 oz.

or Chewy Granola Bars
5 - 8 ct.

Selection may vary by store

2/\$5

SINGLE PURCHASE PRICE \$2.79
WITH WELLNESS+ CARD



we carry milk!

Pampers Diapers or Easy Ups Jumbo Pack

YOU PAY 9⁰⁰
WITH WELLNESS+ CARD

LESS eSAVER ONLINE OFFER -250

GET 100 +UP REWARD

*Limit 2 +UP offers per household.



DURACELL Quantum Batteries
"AA" or "AAA" 6 Pack
Coppertop Batteries
"AA" or "AAA" 8 Pack, "C" or "D" 4 Pack or 9 Volt 2 Pack Hearing Aid 8 Pack

YOU PAY 2/12⁰⁰
WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$6.49

GET 300 +UP REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 2 +UP offers per household.

50¢ eSaver offer at
riteaid.com/load2Card



Dawn Dishwashing Liquid 9 oz., **Glade Aerosol** 8 oz., **Puffs Facial Tissues** 56 ct. or **Bounty Basic Paper Towels** Single Roll
Selection may vary by store

25¢ eSaver offer on DAWN at
riteaid.com/load2Card

97¢
WITH WELLNESS+ CARD



SEE MOST SUNDAY PAPERS FOR COUPON ON DUNKIN DONUTS

Nescafe Clasico Coffee 7 oz., **Dunkin' Donuts Coffee** 12 oz., **Maxwell House Wakeup Roast** 30.6 oz.

5⁹⁹
WITH WELLNESS+ CARD

Selection may vary by store



Cheetos 8 - 11 oz., **Fritos** 10.25 - 10.5 oz., **Munchies** 8 oz., **Pepperidge Farm Cookies** 4.75 - 8.6 oz., **Nabisco Cookies** 8.8 - 16.6 oz. and **Grab'n Go** 6 Pack
Selection may vary by store

YOU PAY 2/6⁰⁰
WITH WELLNESS+ CARD
SINGLE PURCHASE PRICE \$3.25

GET 100 +UP REWARD
WHEN YOU BUY 2 OF THESE ITEMS

*Limit 2 +UP offers per household.



Pepsi or Pepsi Products 1 - 1.5 Liter or **Gatorade** 32 oz. +CRV or Deposit where applicable
Selection may vary by store

88¢
WITH WELLNESS+ CARD



WELLNESS+ CARD REQUIRED. DOLLAR BUY REQUIREMENT MUST BE MET AFTER ALL APPLICABLE DISCOUNTS. +UP REWARDS NOT VALID ON PRESCRIPTIONS, PRESCRIPTION CO-PAYS, CIGARETTES, ALCOHOL, GIFT CARDS, ONLINE PURCHASES, LOTTERY TICKETS, LICENSES, MONEY ORDERS, MONEY TRANSFERS, PREPAID CARDS, STAMPS, OTHER MAIL SERVICES AND ITEMS PROHIBITED BY LAW AND MAY NOT BE COMBINED WITH OTHER OFFERS. +UP LOADS DIRECTLY ON YOUR WELLNESS+ CARD TO REDEEM AFTER 6AM THE DAY AFTER ISSUANCE. +UP REWARDS ARE VALID FOR 14 DAYS AFTER ISSUANCE. +UP REWARD WILL AUTOMATICALLY BE DEDUCTED FROM NEXT QUALIFYING PURCHASE.

CERTAIN ITEMS MAY NOT BE AVAILABLE IN ALL STORES. NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS. WE RESERVE THE RIGHT TO LIMIT QUANTITIES EXCEPT WHERE PROHIBITED BY LAW (IDAHO). BEVERAGE ITEMS ARE +DEPOSIT WHERE APPLICABLE BY LAW.

PRICES EFFECTIVE 10/27/13 - 10/31/13



9.99
WITH WELLNESS+ CARD

Select Halloween Candy Bags
Regular Retail \$12.99 - \$14.99
Hershey's, Mars, Russell Stover or Lindor Club Size Bags
Regular Retail \$10.99 - \$12.99

50% OFF
REGULAR RETAIL
WITH WELLNESS+ CARD

Halloween Costumes, Masks, Wigs or Makeup, Halloween Novelty Socks

2/\$5
SINGLE PURCHASE PRICE \$2.99
WITH WELLNESS+ CARD

Assorted Fun Size or Snack Size Candy
9-1 - 11.6 oz.

2/\$1
SINGLE PURCHASE PRICE 59¢
WITH WELLNESS+ CARD

Halloween Single Candy
Regular Retail 69¢
Selection may vary by store

2/\$2
SINGLE PURCHASE PRICE 1.29
WITH WELLNESS+ CARD

Halloween Peeps Regular Retail \$1.59
Brach's 8 - 9 oz.

79¢
WITH WELLNESS+ CARD

Halloween Peeps Regular Retail 99¢
Russell Stover Pumpkins 2.95 oz.
Apple Bites 2 oz.
Cadbury Scream Eggs 6.6 US 9%
Reese's Peanut Butter Pumpkins 1.2 oz.
Caramel Bag 5 oz.

1.99
WITH WELLNESS+ CARD

Halloween Bagged Candy
12 - 16 oz.
Regular Retail \$2.99

11.99
WITH WELLNESS+ CARD

Hershey's MARS or Nestle Variety Pack Candy Bars
18 - 20 ct.

heartofthehome.com

25% OFF
REGULAR RETAIL
WITH WELLNESS+ CARD

Assorted Halloween Decor and Lighting
Selection may vary by store

25% OFF
REGULAR RETAIL
WITH WELLNESS+ CARD

Assorted Halloween Novelties and Accessories, Halloween Toys and Plush
Selection may vary by store

50% OFF
REGULAR RETAIL
WITH WELLNESS+ CARD

Fall Home Decor Includes All Floral, Wall and Tabletop Decor and Scarecrows **Select Harvest, Candles, Domestics and Housewares** Choose from Kitchen Towels, Pot Holders, Rugs, Washcloths, Fleece Throws, Oven Mitts, Tablecloths, Placemats, Bamboo Baskets, Vases, Stoneware, Decorative Jars or Salt and Pepper Shakers



Scary Fun Cards

Halloween is this Thursday!

Visit the greeting card department today!



Halloween Candy
Regular Retail \$7.99
Selection may vary by store

5.99
WITH WELLNESS+ CARD



2.99
WITH WELLNESS+ CARD

Select Hershey's, Reese's or M&M Mars 9.9 - 12.6 oz.
Tootsie Pops 12.6 - 16.8 oz.
Selection may vary by store

7.99
WITH WELLNESS+ CARD



Halloween Candy
Regular Retail \$9.99
Selection may vary by store

14.99
WITH WELLNESS+ CARD



Extra Large Halloween Candy Bags
from Mars, Hershey's or Nestle
130 - 215 ct. Selection may vary by store

H4