

ELEMENTS FOR SUCCESS

Images and Data for the Top 2% of 2015 New Items

Six new items launched in 2015 that are finding success* were featured in HRG's August 2016 issue of *ROI for Manufacturers*. Here's examples of our quality images and data for those select items, highlighting the information important to their success from the HRG content libraries.

Element for Success:

MARKET EXPANSION - Ingredient

Active Ingredient: In Each Spray:
Fluticasone Propionate (Glucocorticoid) 50 mcg



Element for Success:

POSITIONING - New Use

Cortizone-10 Diabetes Lotion
Temporarily relieves the itching and discomfort associated with minor skin irritation and rashes. Other uses of this product should only be under the advice and supervision of a doctor. Fast, lasting relief. Fragrance free. Vitamins C and E. 7 healing moisturizers. 1% hydrocortisone. Diabetic skin friendly.

Element for Success:

INNOVATION - New Ingredient

Active Ingredient: Lidocaine HCl 4%



Element for Success:

SMALLER SIZES - Managing Margins and Protecting Penny Profit

Gross Margin Range for both the new 10.1 oz size Shampoo and Conditioner: 32.6% - 47.4%

Compared to: Shampoo and Conditioner 23.7 oz size at: 23.0%-37.0%

Element for Success:

FORMULATION CHANGE - New Ingredient

Active Ingredient: Butenafine Hydrochloride 1%



Quality images, as well as reliable product specification data, are critical in maintaining the integrity of your brand.



HRG's Data Assets team collects product information based on strict guidelines, directly from the package. Our Visual Assets team captures product images from every angle with clarity that ensures legibility.

