

## 2019 IN.depth Publication Calendar

### Q1

**JANUARY | Product Sampler**

- Any Product(s)
- Any Category(s)
- Line Extension(s)
- New Item(s)

10% early bird discount	<b>10/19/2018</b>
last sign-up date	<b>11/2/2018</b>
drop date	<b>1/10/2019</b>

**FEBRUARY | Category Spotlight: Medicated Skin, First Aid & Sun Care**

- Allergy
- Anti-itch Treatments
- Bandages, Wound Care & First Aid
- Foot Care
- Health Supports
- Skin Care
- Sun Care, After-sun Care

10% early bird discount	<b>11/16/2018</b>
last sign-up date	<b>11/30/2018</b>
drop date	<b>2/11/2019</b>

**MARCH | Natural Spotlight Extending Options in Wellness**

**MARCH | Category Spotlight: Seasonal Solutions**

- Anti-itch Treatments
- Cold & Allergy
- Eye & Ear Care
- Foot Care
- Vitamins & Supplements
- Weight Management

10% early bird discount	<b>12/21/2018</b>
last sign-up date	<b>1/4/2019</b>
drop date	<b>3/11/2019</b>

### Q2

**APRIL | Product Sampler**

- Any Product(s)
- Any Category(s)
- Line Extension(s)
- New Item(s)

10% early bird discount	<b>1/25/2019</b>
last sign-up date	<b>2/8/2019</b>
drop date	<b>4/10/2019</b>

**MAY | Category Spotlight: Wellness & Personal Care**

- Eye & Ear Care
- Family Planning
- Feminine Care
- Hair Care
- Oral Care
- Shaving & Grooming & Deodorant
- Skin Care
- Sun Care, After-sun Care

10% early bird discount	<b>2/22/2019</b>
last sign-up date	<b>3/8/2019</b>
drop date	<b>5/10/2019</b>

**JUNE | Category Spotlight: Medicine Chest**

- Bandages & First Aid
- Digestive Health
- Lice Treatments
- ORS
- Pain Relief
- Thermometers
- Skin Care
- Vitamins & Supplements

10% early bird discount	<b>3/22/2019</b>
last sign-up date	<b>4/5/2019</b>
drop date	<b>6/10/2019</b>

### Q3

**JULY | Natural Sampler Extending Options in Wellness**

**JULY | Category Spotlight: Innovations & Emerging Brands**

- Emerging Brands
- Innovative Products
- New, HRG-starred Item
- Newly Launched Product
- Niche Product
- Planogrammed Item

10% early bird discount	<b>4/19/2019</b>
last sign-up date	<b>5/3/2019</b>
drop date	<b>7/10/2019</b>

**AUGUST | Category Spotlight: Cold, Flu & Pain Relief**

- Cold & Flu
- Eye & Ear Care
- Humidifiers & Vaporizers
- ORS
- Pain Relief
- Thermometers
- Vitamins & Supplements

10% early bird discount	<b>5/24/2019</b>
last sign-up date	<b>6/7/2019</b>
drop date	<b>8/12/2019</b>

**SEPTEMBER | Category Spotlight: Chronic Conditions**

- Diabetes Supplies
- Diabetes Meters & Test Strips
- Diabetic Footwear
- Foot Care
- Nutritionals
- Pain Relief
- Skin Care
- Vitamins & Supplements

10% early bird discount	<b>6/21/2019</b>
last sign-up date	<b>7/5/2019</b>
drop date	<b>9/10/2019</b>

### Q4

**OCTOBER | Product Sampler**

- Any Product(s)
- Any Category(s)
- Line Extension(s)
- New Item(s)

10% early bird discount	<b>7/26/2019</b>
last sign-up date	<b>8/9/2019</b>
drop date	<b>10/10/2019</b>

**NOVEMBER | Natural Spotlight Extending Options in Wellness**

**NOVEMBER | Category Spotlight: Wellness & Self-care**

- Deodorant
- Eye & Ear Care
- Foot Care
- Hair Care
- Incontinence
- Oral Care
- Skin Care
- Sun Care, After-sun Care

10% early bird discount	<b>8/23/2019</b>
last sign-up date	<b>9/6/2019</b>
drop date	<b>11/11/2019</b>

**DECEMBER | Category Spotlight: Wellness & Nutritional Health**

- Digestive Health
- Nutritionals
- Vitamins & Supplements
- Weight Management

10% early bird discount	<b>9/20/2019</b>
last sign-up date	<b>10/4/2019</b>
drop date	<b>12/10/2019</b>

All items are welcome in issues. Be creative!

Contact your HRG Business Development Manager to reserve your space today!

MULTI-WAVE DISCOUNTS AVAILABLE

(800) 888-0889

