



# 2021 New Item Alert Schedule

If your new items belong on the shelves of community pharmacies, make sure they are reviewed by our expert new item review team. Every month, thousands of pharmacies and buyers for pharmaceutical distributors rely on our New Item Alert and other communications to learn what new health, beauty, and wellness (HBW) items they need to order, stock, and recommend.

Our analysts review thousands of new items every year and rate each one<sup>1</sup> based on these criteria:

- Product orientation
- Earnings potential
- Product innovation
- Promotional support
- Category trends

## STAR RATINGS

★★★ Items that receive our **3-Star** rating are included in all category-specific planograms we provide to retailers.

★★ A **2-Star** rating lands your new item in all large- and medium-sized planograms.

★ Finally, we include **1-Star** items in large-sized planograms.

## Learn more

Call us today to share your challenges and goals, our category managers are here to help.

1. We may not assign a star rating to an item if we receive insufficient data or if the item does not rank high enough according to our criteria.
2. New items are accepted for review at any time of year, regardless of what month their category is reviewed.

Manufacturer Information Deadline	"New Item Alert" Distribution Month
11/02/2020	January 2021
12/01/2020	February 2021
01/04/2021	March 2021
02/01/2021	April 2021
03/01/2021	May 2021
04/01/2021	June 2021
04/30/2021	July 2021
06/01/2021	August 2021
07/01/2021	September 2021
08/02/2021	October 2021
09/01/2021	November 2021
10/01/2021	December 2021

## Don't Miss Out!

Follow these steps to ensure your new items always receive prompt and thorough consideration from our new item review team.

1. Use this schedule to align your launch date with the appropriate issue of our New Item Alert.
2. Refer to the Category Review Schedule to ensure all of your items are properly reviewed for inclusion in our planograms.<sup>2</sup>
3. Know your category analyst! The Category Review Schedule includes the names of the HRG analyst responsible for creating each category's planograms for retailers.



# Category Review Schedule

2021

Category Name	Manufacturer Information Deadline	Category Distribution Month	Category Analyst
Sun Care	09/01/2020	January 2021	Cat Renwick
Eye & Ear Care	09/15/2020	January 2021	Kelly Zygowski
Hair Care	10/15/2020	February 2021	Cat Renwick
Hair Coloring	10/15/2020	February 2021	Cat Renwick
First Aid	11/02/2020	March 2021	Tara Kaifesh
Wound Care	11/02/2020	March 2021	Tara Kaifesh
Cold & Allergy Refresh	11/16/2020	March 2021	Kyle Lentz
Shaving & Grooming	12/01/2020	April 2021	Noah Rosenthal
Deodorants	12/01/2020	April 2021	Noah Rosenthal
Vitamins & Dietary Supplements	12/15/2020	April 2021	Kyle Lentz
Oral Care	01/04/2021	May 2021	Cat Renwick
Foot Care	01/15/2021	May 2021	Noah Rosenthal
Feminine Care	02/01/2021	June 2021	Holly Ockelmann
Family Planning	02/15/2021	June 2021	Noah Rosenthal
Compression Hosiery	03/01/2021	July 2021	Noah Rosenthal
Health Supports	03/01/2021	July 2021	Noah Rosenthal
Skin Care	03/15/2021	July 2021	Holly Ockelmann
Batteries	04/01/2021	August 2021	Cat Renwick
Cold & Allergy	04/15/2021	August 2021	Kyle Lentz
Humidifiers & Vaporizers	04/15/2021	August 2021	Kyle Lentz
Digestive Health	04/30/2021	September 2021	Tara Kaifesh
Baby Care/Baby Diapers/Baby Formula	05/14/2021	September 2021	Holly Ockelmann
Diabetes Management	06/01/2021	October 2021	Kyle Lentz
Diagnostics	06/15/2021	October 2021	Cat Renwick
Daily Living	06/15/2021	October 2021	Cat Renwick
Thermometers	06/15/2021	October 2021	Cat Renwick
Pain Relief	07/01/2021	November 2021	Kelly Zygowski
Weight Management & Nutritional Foods	07/15/2021	November 2021	Kyle Lentz
Nicotine Replacement Therapy	08/02/2021	December 2021	Cat Renwick
Incontinence	08/16/2021	December 2021	Holly Ockelmann

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# The Product Library Driving Drugstore Assortments

## Ensure your brand is included

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It's no secret that you have the potential to sell more products if consumers can easily find them at shelf. But have you ever wondered how drugstores choose which health, beauty, and wellness (HBW) items to stock and how to price them? They rely on HRG for data-driven category management strategies developed to put the brands that meet consumer demand on shelf.

Our category management strategies are second to none because of the current, reliable product data that manufacturers like you send to us annually or as changes are made to your brand. It's important that you send us your product(s) and share your pricing information so when we deliver our planograms, pricing files, and point-of-sale databases to our industry-wide client base they are accurate and comprehensive. It also ensures that your brand is properly represented in our database when our analysts review its category each year for planogram inclusion.

### To ensure your products are accurate and up-to-date in our library...

please send HRG final product packaging annually or as changes are made. We photograph all packaging in-house to ensure best-in-class images and standardization. Additionally, please provide [your complete price list annually or as changes are made](#):

- Product description
- Highest wholesale cost or average wholesale price
- UPC and/or GTIN
- Suggested retail price
- Additions/deletions/changes

### Submitting the following information ensures your products are considered for our planograms:

- Merchandising recommendations
- Priority ranking of your products to accommodate smaller-sized planograms
- Key industry trends shaping the category
- Promotional spending for full line
- Target market and outlet distribution
- National ship date
- Information on drug, food, mass, and convenience store dollar sales and % ACV distribution (e.g., IRI, ACNielsen)
- Consumer demographics, including buying behaviors and patterns

### To add your **new items** (those introduced within the last 12 months or about to be launched), to our library please provide this information:

- UPC, cost, and product description
- Suggested retail prices
- Final packaging
- Promotional support activities and budget
- Suggested category and shelf placement

Refer to our [current Category Review Schedule](#) to see when each category is reviewed and which analyst conducts the review. Our [New Item Alert Schedule](#) offers information on our [Star Rating System](#) and deadlines to be considered for inclusion in our [New Item Alert](#).

#### [Our Privacy Policy](#)

If you have concerns about our access to this information, please know that we are willing to sign a confidentiality agreement.



# Category Analysts

## Contact list

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