

2026 New Item Alert Schedule

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

| Manufacturer Information Deadline | New Item Alert Distribution Month |
|-----------------------------------|-----------------------------------|
| 10/31/2025 | January 2026 |
| 12/01/2025 | February 2026 |
| 01/02/2026 | March 2026 |
| 02/02/2026 | April 2026 |
| 03/02/2026 | May 2026 |
| 04/01/2026 | June 2026 |
| 05/01/2026 | July 2026 |
| 06/01/2026 | August 2026 |
| 07/01/2026 | September 2026 |
| 07/31/2026 | October 2026 |
| 09/01/2026 | November 2026 |
| 10/01/2026 | December 2026 |

DON'T MISS OUT!

1. Use this schedule to align your product launch date with the appropriate issue of our New Item Alert.
2. Refer to the HRG Category Review Schedule (page 2) to ensure we receive new items in time for the category review and possible inclusion in our planograms.¹
3. Know your category analyst! The Category Review Schedule indicates the HRG analyst responsible for each category.

Please note: New items are accepted for review at any time, regardless of the month the pertinent category is reviewed.

HRG STAR RATINGS



3-Star rated items are included in ALL planograms we provide to retailers.



2-Star are incorporated in large- and medium-sized planograms.



1-Star items are placed in large-sized planograms.

How do you earn a Star Rating?

HRG analysts review thousands of new items every year and rate each one¹ based on these criteria:

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

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See page two to see which HRG category analyst manages the category your product resides in. We are here to help.

1. Star Ratings will not be given to all items. If we receive insufficient data, or if the item does not rank high enough according to our criteria, no Star Rating will be given.

2026 Category Review Schedule

| Category Name | Manufacturer Information Deadline | Category Distribution Month | Category Analyst |
|---------------------------------------|-----------------------------------|-----------------------------|------------------|
| Sun Care | 09/02/2025 | January 2026 | Tara Kaifesh |
| Eye & Ear Care | 09/15/2025 | January 2026 | Noah Rosenthal |
| Hair Care | 10/15/2025 | February 2026 | Cat Renwick |
| Hair Coloring | 10/15/2025 | February 2026 | Cat Renwick |
| First Aid | 10/31/2025 | March 2026 | Kelly Zykowski |
| Wound Care | 10/31/2025 | March 2026 | Kelly Zykowski |
| Shaving & Grooming | 11/14/2025 | March 2026 | Holly Ockelmann |
| Deodorants | 11/14/2025 | March 2026 | Holly Ockelmann |
| Vitamins & Dietary Supplements | 12/15/2025 | April 2026 | Kyle Lentz |
| Oral Care | 01/02/2026 | May 2026 | Kyle Lentz |
| Foot Care | 01/15/2026 | May 2026 | Kelly Zykowski |
| Feminine Care | 02/02/2026 | June 2026 | Tara Kaifesh |
| Family Planning | 02/16/2026 | June 2026 | Kelly Zykowski |
| Compression Hosiery | 03/02/2026 | July 2026 | Kyle Lentz |
| Health Supports | 03/02/2026 | July 2026 | Kyle Lentz |
| Skin Care | 03/16/2026 | July 2026 | Cat Renwick |
| Batteries | 04/01/2026 | August 2026 | Holly Ockelmann |
| Cold & Allergy | 04/15/2026 | August 2026 | Kyle Lentz |
| Humidifiers & Vaporizers | 04/15/2026 | August 2026 | Kyle Lentz |
| Digestive Health | 05/01/2026 | September 2026 | Tara Kaifesh |
| Baby Care HBW | 05/15/2026 | September 2026 | Holly Ockelmann |
| Diabetes Management | 06/01/2026 | October 2026 | Kyle Lentz |
| Patient Aids for Daily Living | 06/15/2026 | October 2026 | Cat Renwick |
| Pain Relief | 07/01/2026 | November 2026 | Kyle Lentz |
| Weight Management & Nutritional Foods | 07/15/2026 | November 2026 | Cat Renwick |
| Nicotine Replacement Therapy | 08/03/2026 | December 2026 | Noah Rosenthal |
| Incontinence | 08/17/2026 | December 2026 | Holly Ockelmann |

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See page four for HRG category analyst contact information.



Driving Drug Store Assortments

Ensure your brand is included in the product library

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 drug stores 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 which ensure brands that meet consumer demand earn shelf space.

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 portfolio. 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.

Protect brand integrity

Ensure your products are accurate and up-to-date in our library by sending HRG final product packaging. All packaging is photographed in-house to ensure best-in-class images and standardization. Also, 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
- Product additions/deletions/changes
- Priority ranking of products

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

- Merchandising recommendations
- Priority ranking of your products
- Your perspective of 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, Nielsen)
- Consumer demographics, including buying behaviors and patterns

To add your **new items** (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 [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.



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