

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 rated items are incorporated in large- and medium-sized planograms.



1-Star rated 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

LEARN MORE

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 Zygowski
Wound Care	10/31/2025	March 2026	Kelly Zygowski
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 Zygowski
Feminine Care	02/02/2026	June 2026	Tara Kaifesh
Family Planning	02/16/2026	June 2026	Kelly Zygowski
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

LEARN MORE

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.



Category Analysts

Colleen Volheim

Category Research and Analysis Manager
colleen.volheim@hamacher.com

Joe Michaels

Category Analyst Technical Expert
joe.michaels@hamacher.com

Holly Ockelmann

National Account Analyst
holly.ockelmann@hamacher.com

Kyle Lentz

Category Analyst
kyle.lentz@hamacher.com

Tara Kaifesh

Category Analyst
tara.kaifesh@hamacher.com

Kelly Zygowski

Category Analyst
kelly.zygowski@hamacher.com

Noah Rosenthal

Category Analyst
noah.rosenthal@hamacher.com

Cat Renwick

Category Analyst
catherine.renwick@hamacher.com

HRG Fax Number: 414.355.1032

