

Extend Reach.
Protect Brand Integrity.

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Retail Info Exchange

Extend Reach. Protect Brand Integrity.

Participate in our Retail Info Exchange to ensure your products are accurately represented in HRG's Master Product Library.

WHY YOU WANT YOUR PRODUCTS IN THE HRG MASTER PRODUCT LIBRARY

VISIBILITY TO A VARIETY OF RETAIL OUTLETS

- Product content and images are used to populate e-commerce sites and drug wholesalers' ordering systems

ESTABLISH A SOURCE OF TRUTH FOR YOUR BRAND

- High-quality product images
- Accurate product content with capture of product attributes, approved marketing messaging, ingredients list, uses, and more as applicable (directions, warnings, active and inactive ingredients, etc.) for easy searchability and discovery

QUALIFIED EXPENSE ELIGIBILITY

HRG can also submit your products to Special Interest Group for IIAS Standards (SIGIS – **sig-is.org**) for qualified expense eligibility consideration on your behalf, saving you a step

EXTENDED REACH LEADS TO INCREASED SALES



For decades, we've maintained a premier health, beauty, and wellness (HBW) product content and image library, earning the trust of the retail industry as a source of truth for item information.

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GETTING STARTED

If you will be launching a new item within the next year, see the **New Item Launches** sheet.

When your product(s) are in HRG's Master Product Library:

1 AN HRG EMAIL STARTS THE PROCESS

You'll receive an email from an HRG category analyst with a request for your product and related category information. The email will also include our Category Review Schedule and an electronic image deck of your products currently in our database for verification.

2 IMAGE DECK REVIEW

Review your product line and identify if the product image(s) are current

- If accurate, indicate they are current, sign off, and your review is complete
- If inaccurate, send product samples and HRG professionals will take high-quality photographs, capturing dimensions and package content

3 SCHEDULE A CATEGORY REVIEW MEETING

Watch your inbox for the invitation to visit with us (in person if possible) and share your information prior to the relevant category review month.

Information needed:

Product features & benefits	Price list	Category & shopper insights and decision trees	Product market share or position within the category	Marketing/ Promotional plans



IF YOU'RE UNABLE TO MEET IN PERSON, VIRTUAL OPTIONS ARE AVAILABLE!

Unlike the 15-20 minutes you're allowed with chain or mass category managers, we schedule plenty of time for you to meet with our analysts to describe your product's features and benefits. We want to hear your story!

ADDITIONAL BENEFITS

Join us to share your vision for your brand, product, and the category, **and you'll receive these additional benefits you can't get anywhere else!**



Category Review Information Share

Retail insights of the category in the independent pharmacy channel.



Brand Performance Data

Understand how your brand ranks among competitors.

Participation in Retail Info Exchange is FREE of charge!

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Send the appropriate analyst your product and information before the deadline for your category.

2027 CATEGORY REVIEW SCHEDULE

Distribution Month	Category	Deadline	Category Analyst
January	Sun Care	09/01/2026	Abby Cortichiato
	Shaving & Grooming	09/15/2026	Holly Ockelmann
	Deodorants	09/15/2026	Holly Ockelmann
February	Hair Care	10/15/2026	Abby Cortichiato
	Hair Coloring	10/15/2026	Abby Cortichiato
March	First Aid	11/02/2026	Kelly Zygowski
	Wound Care	11/02/2026	Kelly Zygowski
	Eye & Ear Care	11/16/2026	Noah Rosenthal
April	Vitamins & Dietary Supplement	12/15/2026	Kyle Lentz
May	Oral Care	01/04/2027	Kyle Lentz
	Foot Care	01/15/2027	Kelly Zygowski
June	Feminine Care	02/01/2027	Tara Kaifesh
	Family Planning	02/15/2027	Kelly Zygowski
July	Compression Hosiery	03/01/2027	Kyle Lentz
	Health Supports	03/01/2027	Kyle Lentz
	Skin Care	03/15/2027	Kyle Lentz
August	Batteries	04/01/2027	Holly Ockelmann
	Cold & Allergy	04/15/2027	Kyle Lentz
	Humidifiers & Vaporizers	04/15/2027	Kyle Lentz
September	Digestive Health	04/30/2027	Tara Kaifesh
	Baby Care HBW	05/14/2027	Holly Ockelmann
October	Diabetes Management	06/01/2027	Kyle Lentz
	Patient Aids for Daily Living	06/15/2027	Holly Ockelmann
November	Pain Relief	07/01/2027	Kyle Lentz
	Weight Management & Nutritional Foods	07/15/2027	Kyle Lentz
December	Nicotene Replacement Therapy	08/02/2027	Abby Cortichiato
	Incontinence	08/16/2027	Holly Ockelmann

HRG Category Analysts

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Click the desired email address and an email should get started for you!

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NEW ITEM LAUNCHES

Launching a new product within the next year?

Include HRG in your plans!

Extend the reach of your new product by sending it to the appropriate HRG category analyst 90 days before the release date. Your item will be included in a product information management platform used by drug wholesalers and retailers nationwide, and it will be reviewed and rated for placement in community pharmacy planograms and other merchandising tools. Just as important, it will be listed in our **New Item Alert.** Each month, pharmacies and drug wholesaler buyers rely on HRG's New Item Alert to discover the items they need to order, stock, distribute, and recommend to maximize front-end profitability.

BEING INCLUDED IN THE NEW ITEM ALERT

Use the schedule below to plan on submitting the information needed prior to the deadline.

Information needed:

Product features & benefits	Price list	Category & shopper insights and decision trees	Product market share or position within the category	Marketing/ Promotional plans	Launch date	A product Sample

2027 NEW ITEM ALERT SCHEDULE

Distribution Month	Deadline
January	11/02/2026
February	12/01/2026
March	01/04/2027
April	02/01/2027
May	03/01/2027
June	04/01/2027

Distribution Month	Deadline
July	04/30/2027
August	06/01/2027
September	07/01/2027
October	08/02/2027
November	09/01/2027
December	10/01/2027

CONTACTING AN HRG ANALYST

Refer to the HRG **2027 Category Review Schedule** to contact the appropriate category analyst who aligns with your product to let them know you will be sending information about your new item.

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HRG'S STAR RATING SYSTEM

THOUSANDS OF NEW PRODUCTS ARE REVIEWED BY OUR ANALYSTS EACH YEAR

The information you submit about your new item is analyzed using HRG's Star Rating System, a long-established, data-driven means of objectively assessing new items based on the criteria outlined below.



The **HIGHER THE STAR RATING**, the more potential HRG analysts see for the new item to bring **ADDED REVENUE** to retailers.[1]

Products are evaluated against the following criteria:

- ✓ **PRODUCT ORIENTATION**
- ✓ **EARNING POTENTIAL**
- ✓ **PRODUCT INNOVATION**
- ✓ **PROMOTIONAL SUPPORT**
- ✓ **CATEGORY TRENDS**

Items that receive an HRG Star are denoted in HRG's independent pharmacy planograms

NEW ITEM STAR RATING – PLANOGRAM SIZE

1-STAR



Large
Planogram Sizes

2-STAR



Large & Medium
Planogram Sizes

3-STAR



All
Planogram Sizes

Make sure your new item isn't left out!

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

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HRG

PROVIDER OF SOURCE OF TRUTH PRODUCT CONTENT AND IMAGES TO THE RETAIL INDUSTRY



- Item Specifications
- Dimensional Images
- Package Content Information
- Searchable Attributes

HRG's reliable source of truth product content and images are available through a PIM platform or can be delivered in requested formats

WHOLESALE DISTRIBUTORS

Use in ordering systems, promotional materials, inventory management systems, and more

RETAILERS

Use to streamline e-commerce operations, for planograms, promotional materials, and to improve the shopper experience online and in-store

TECH PARTNERS

Use to populate point-of-sale systems or OTC benefit cards

INDUSTRY ASSOCIATIONS & PUBLICATIONS

Use to power consumer-facing apps, for monthly editorial, and benchmark reporting

Our monthly editorial in industry publications and product content for associations features product images as well as item information.

Products to Watch



dsn

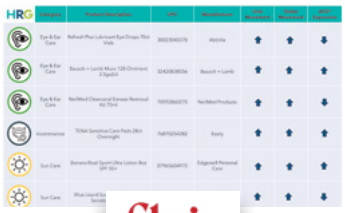
bit.ly/4ymc7Ml

the FUTURE 50

dsn

bit.ly/3RheGOQ

Category Climbers



Chain Drug Review

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WHAT HAPPENS WHEN HRG RECEIVES YOUR PRODUCT?

Product Content and Image Capture



STEP 1 (CRITICAL!):
DOCUMENTING PRODUCT WEIGHT AND MEASUREMENTS

When the product is checked in, weight and measurements are recorded.

- At brick-and-mortar, incorrect or outdated measurements can cause your product to be excluded from a merchandising strategy or at shelf if it doesn't fit the space as expected.
- For wholesaler ordering systems and e-commerce sites it affects packing and shipping and associated costs.



STEP 2:
IMAGING

All sides of the product are photographed including a dimensional shot. Quality control checks are completed.

Because you're in the business of selling products, image quality is paramount. If images are consistently inaccurate or unattractive, it will adversely affect brand perception as well as e-commerce sales and promotional efforts.



STEP 3:
PRODUCT INFORMATION TRANSCRIPTION

Text on the package is entered, attributes are coded, data is verified, and an HRG Fine Lines* code is assigned.

Intelligent transcription of package content ensures easy online searchability and discovery.



STEP 4:
UPDATING OUR DATABASE

When HRG's Master Product Library is updated, the record reflects the recent update. Data is stored in a flexible format so it's easy to meet a variety of data sharing needs and platform requirements.

***Fine Lines Classification System** is available to download for free, and the video series, The Details Decide, describing the processes to update Fine Lines can be viewed **here**.

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