

2022 IN.depth Publication Calendar

Q1

JANUARY | Category Spotlight: New Items & Innovations

Suggested Categories

- Emerging Brands
- Innovative Products
- New and/or HRG-starred Items
- Newly Launched Products
- Niche Products
- Planogrammed Items

10% early-bird discount	10/22/2021
last sign-up date	11/5/2021
drop date	1/10/2022

FEBRUARY | Category Spotlight: Sun, Skin, First Aid

Suggested Categories

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

10% early-bird discount	11/19/2021
last sign-up date	12/10/2021
drop date	2/10/2022

MARCH | Category Spotlight: Seasonal Solutions

Suggested Categories

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

10% early-bird discount	12/10/2021
last sign-up date	1/7/2022
drop date	3/10/2022

Q2

APRIL | Product Sampler

Suggested Categories

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

10% early-bird discount	1/28/2022
last sign-up date	2/11/2022
drop date	4/11/2022

MAY | Category Spotlight: Personal & Self Care

Suggested Categories

- Deodorant
- Eye & Ear Care
- Family Planning & Sexual Wellness
- Feminine Care
- Hair Care & Lice Treatments
- Oral Care
- Shaving & Grooming
- Skin Care
- Sleep Aids
- Sun Care, After-sun Care

10% early-bird discount	2/25/2022
last sign-up date	3/11/2022
drop date	5/10/2022

JUNE | Category Spotlight: Medicine Chest

Suggested Categories

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

10% early-bird discount	3/25/2022
last sign-up date	4/8/2022
drop date	6/10/2022

Q3

JULY | Category Spotlight: Trends & Self Care

Suggested Categories

- Cold, Flu & Allergy
- Digestive Health
- Gloves, Masks & Wipes
- Nasal Sprays
- Skin Care
- Thermometers & Personal Diagnostics
- Vitamins & Supplements

10% early-bird discount	4/22/2022
last sign-up date	5/6/2022
drop date	7/11/2022

AUGUST | Category Spotlight: Cold, Flu & Pain Relief

Suggested Categories

- Cold & Flu
- Eye & Ear Care
- Humidifiers & Vaporizers
- Oral Rehydration Products
- Pain Relief
- Thermometers
- Vitamins & Supplements

10% early-bird discount	5/27/2022
last sign-up date	6/10/2022
drop date	8/10/2022

SEPTEMBER | Category Spotlight: Chronic Conditions

Suggested Categories

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

10% early-bird discount	6/24/2022
last sign-up date	7/8/2022
drop date	9/9/2022

Q4

OCTOBER | Product Sampler

Suggested Categories

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

10% early-bird discount	7/22/2022
last sign-up date	8/5/2022
drop date	10/10/2022

NOVEMBER | Category Spotlight: Wellness & Self Care

Suggested Categories

- Deodorant
- Eye & Ear Care
- Foot Care
- Incontinence
- Oral Care
- Hair Care & Lice Treatments
- Skin Care
- Sleep Aids
- Sun Care, After-sun Care

10% early-bird discount	8/27/2022
last sign-up date	9/9/2022
drop date	11/10/2022

DECEMBER | Category Spotlight: Essentials for Health

Suggested Categories

- Cold & Allergy
- Digestive Health
- Feminine Care
- Pain Relief
- Nutritionals
- Shaving & Grooming
- Vitamins & Supplements
- Weight Management

10% early-bird discount	9/23/2022
last sign-up date	10/7/2022
drop date	12/9/2022



All product categories are welcome in any issue. Contact your Business Development Manager about [multi-wave discounts!](#)

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