

## [Announcing new categories in Cosmetics & Kids' Accessories!](#)

Both Shopzilla and BizRate strive to offer a top notch shopping experience. One consistent effort is the creation of new, more granular categories. Going forward, we will be posting announcements to celebrate the release of these new categories.

The creation of new categories will not always impact all Publisher Program affiliate products, with the exception of our xml feed product. Along with the new category name and associated category atomID, all known implications will be listed with each announcement.

Should you have any questions or concerns regarding any new category release, please do not hesitate to contact us.

**Release Date:** October 31, 2008 (*Shopzilla & BizRate*)

### **ATOM IDs**

#### **Cosmetics**

100000658 Artificial Nails & Accessories  
100000625 Blush  
100000626 Bronzers  
100000660 Brow Tools  
100000624 Concealers  
100000659 Eyelash Curlers  
100000623 Face Powders  
100000667 False Eyelashes  
100000622 Foundations  
100000628 Lip Gloss  
100000627 Lipstick  
100000665 Makeup Bags & Cases  
100000664 Makeup Brushes &  
Applicators  
100000657 Manicure & Pedicure Sets  
100000661 Tweezers

#### **Kid' Accessories**

100000686 Kids' Gloves & Mittens  
100000687 Kids' Hats

### **IMPACT**

- **XML Feed:** There will be new category files representing each new atomID. There will be fewer offers in related category files as offers are recategorized into the newly created categories.
- **XML API & Dynamic Content Assets** (*excluding product pods*): If you are making dynamic calls within either 'Cosmetics' or 'Kid's Accessories', and not specifying a keyword, you may want to consider tuning your specified category to continue displaying your desired results.