

Better Homes and Gardens Best New Product Awards Announces 2015 Winners As Voted By More Than 70,000 Consumers

Companion BrandSpark/BHG American Shopper Study Reveals 73% of Americans Will Pay More For New, Innovative Products

NEW YORK, Feb. 2, 2015 /PRNewswire/ -- *Better Homes and Gardens*, along with leading market research firm BrandSpark International, today announced the winners of the [2015 Better Homes and Gardens Best New Product Awards \(www.BestNewProductAwards.com\)](http://www.BestNewProductAwards.com). The Best New Product Awards (BNPAs) is the leading consumer-voted CPG awards program in North America, honoring consumer products in the categories of Beauty, Food & Beverage, Health & Personal Care, Household and Kids. This year's 93 winning products are:

Better Homes and Gardens Best New Product Awards 2015: LIST OF WINNERS BY CATEGORY

BEAUTY	
Category	Winning Product
Acne Treatment	Smashbox Photo Finish More Than Primer Blemish Control
Blush/Bronzer	Physicians Formula Bronze Booster Glow-Boosting Beauty Balm BB Bronzer (SPF 20)
Body Lotion	Curel Rough Skin Rescue Smoothing Lotion
Body Wash	Dove Deep Moisture Body Wash with NutriumMoisture
Concealer	CoverGirl + Olay The De-Puffer
Conditioner	Pantene Pro-V Damage Detox Daily Rebuilding Conditioner
Dry Shampoo	Herbal Essences naked volume Dry Shampoo
Eye Cream	Olay Regenerist Luminous Dark Circle Correcting Hydraswirl
Face/Body Cloths	Clean and Clear Night Relaxing All-in-One Cleansing Wipes
Facial Cleanser	Biore Deep Pore Charcoal Cleanser
Facial Mask	St. Ives Nourished & Smooth Oatmeal Scrub + Mask
Facial Scrub	St. Ives Even & Bright Pink Lemon & Mandarin Orange Scrub
Foundation	CoverGirl + Olay Facelift Effect Firming Makeup
Hair Color	L'Oreal Paris Mousse Absolue
Hair Treatment	Dove Pure Care Dry Oil Nourishing Treatment
Lip Color	Burt's Bees Lip Crayon
Mascara	L'Oreal Paris Voluminous Butterfly Mascara
Men's Body Wash/Cleansing Bar	Dove Men + Care Aqua Impact Body and Face Wash
Men's Shampoo and Conditioner	Head & Shoulders with Old Spice Shampoo for Men
Men's Skin Care	Dove Men + Care Sensitive + Face Lotion
Nail Care	OPI Glitter Off Peelable Base Coat
Nail Color	Revlon Colorstay Gel Envy Nail Enamel
Shampoo	Pantene Pro-V Damage Detox Daily Revitalizing Shampoo
Women's Skin Care	Olay Fresh Effects (Dew Over!) Hydrating Gel Moisturizer
FOOD & BEVERAGE	

Baked Goods	Benton's Caramel Coconut Fudge Cookies from ALDI
Better for you Snack	Emerald 100 Calorie Packs Cashew Halves & Pieces
Butter/Spread	Land O' Lakes Spreadable Butter Garlic and Herb
Cereal	Cheerios Protein Oats & Honey
Cheese	Sargento Ultra Thin Sliced Natural Pepper Jack Cheese
Chocolate Treat	Nestle Butterfinger Peanut Butter Cups
Condiment	Kikkoman Preservative Free Orange Sauce
Cooking Spray	Bertolli 100% Extra Virgin Olive Oil Spray
Cracker/Crisp	Primizie Crispbreads
Entree	Amy's Family Size Broccoli & Cheddar Bake
Frozen Appetizer	Tyson Any'tizers Smokehouse Flavored Grillin' Wings
Frozen Dessert	Weight Watchers Salted Caramel Ice Cream Candy Bar
Gluten Free Pasta	Barilla Gluten Free Pasta
Mac & Cheese	Chili's Bacon Mac 'N' Cheese
Meat Snack	Jack Link's Original Crinkle-Cut Pepperoni
Meatless Alternative	Gardein Golden Fishless Filet
Mexican Food	Old El Paso Bold Nacho Cheese Stand 'n Stuff Flavored Taco Shells
Nut Butter	Jif Creamy Almond Butter
Oatmeal	Quaker Protein Instant Oatmeal Banana Nut
Pasta Sauce	Barilla Chunky Traditional Sauce
Protein Supplements	Purely Inspired 100% Plant-Based Protein
Puffed Snack	Smartfood Delight White Cheddar Popcorn
Rice Dish	Minute Rice Multi Grain Medley
Seasoning	ORTEGA Carne Asada Steak Seasoning Mix
Snack Bar	Quaker Real Medleys Dark Chocolate Chunk Almond Coconut Multigrain Bars
Soup	Dole Garden Soup
Vegetable/Multigrain Chip	Simply Sun Chips Sea Salted Multigrain Chips

HEALTH & PERSONAL CARE

Adult Incontinence	Always Discreet Liners
Cough & Cold Remedy	Vicks DayQuil & NyQuil Severe Cold & Flu Relief Liquid
Dietary Supplements	Nature's Way Alive! Immune Gummies
External Analgesic	ThermaCare Multi-Purpose Joint HeatWraps
Eye Drops	Refresh Optive Advanced Lubricant Eye Drops
Feminine Hygiene	Always Ultra Thin Pads Overnight Extra Heavy
Men's Antiperspirant/Deodorant	Old Spice Wolfthorn Anti-Perspirant & Deodorant
Men's Body Spray	AXE Deodorant Body Spray, Gold Temptation
Men's Razor	Gillette Fusion ProGlide Manual Razor with FlexBall Technology
Mouthwash	Crest Pro-Health Tartar Protection Rinse
Oral Care: Sensitivity	Sensodyne Complete Protection
Powered Oral Care/Teeth Cleaning	Oral-B Black 7000
Women's Antiperspirant/Deodorant	Dove Advanced Care with NutriumMoisture Anti Perspirant/Deodorant
Women's Razor	Schick Hydro Silk Sensitive Care Razor

HOUSEHOLD

Air Freshener	Febreze Sleep Serenity Moonlit Lavender Air Effects
Automotive Air Freshener	Yankee Candle Smart Scent Vent Clip
Bath Tissue	Quilted Northern Ultra Plush Bath Tissue
Cat Food	Friskies SauceSations Chicken & Turkey Dinner in Cheesy Sauce
Cat Litter	ARM & HAMMER Clump & Seal Cat Litter
Convenience Cleaning	Clorox Disinfecting Wipes, Tub & Shower
Dish Soap	Dawn Hand Renewal with Olay Beauty
Dishwasher Detergent	Finish Powerball Tabs Power and Free Dishwasher Detergent
Dog Dental Health	Milk-Bone Brushing Chews
Dog Food	BLUE Wilderness Rocky Mountain Recipe – Wild Boar
Dog Treats	BLUE Kitchen Cravings Chicken Meatballs
Dryer Fabric Softener	all Free Clear Dryer Sheets

Flea and Tick Control	NexGard
Floor Cleaner	Pledge FloorCare Multi-Surface Concentrated Cleaner
Floor Cleaning Appliance	Swiffer Bissell SteamBoost
Floor Cleaning Tool	Swiffer Sweep & Trap
Household Environment Appliance	Dyson Air Multiplier AM07 Tower Fan
In-Wash Scent Booster	Downy UNSTOPABLES Dreams In-Wash Scent Booster
Laundry Stain Remover	Clorox Smart Seek Bleach
LED Light Bulb	Cree 100-watt LED Light Bulb
Liquid Fabric Softener	Ultra Downy Infusions Sweet Dreams Liquid Fabric Softener
Liquid Laundry Detergent	ARM & HAMMER Plus OxiClean Ultra Power Laundry Detergent
Paper Towel	Bounty Paper Towels
Single Dose Laundry Detergent	Tide Pods Free & Gentle
Toilet Cleaner	Mr. Clean Magic Eraser Toilet Scrubber
KIDS	
Baby Wipes	Pampers Baby Sensitive Baby Wipes
Children's Vitamin	L'il Critters Gummy Vites Plus Immune Support
Diapers	Pampers Swaddlers Diapers

"With thousands of new items appearing on store shelves each year, The Best New Product Awards help consumers make informed choices by honoring the brands with new innovations consumers liked best," said Robert Levy, President and CEO of BrandSpark International and Founder of the Best New Product Awards. "For the seventh consecutive year in the U.S., the awards along with the companion BrandSpark/*BHG* American Shopper Study have unveiled the thoughts and opinions of American shoppers, providing manufacturers with important insights on what Americans are really thinking in store aisles."

The winning products were determined solely by more than 70,000 consumers who participated in an extensive nationwide survey, conducted by independent marketing research firm BrandSpark International in partnership with *Better Homes and Gardens*. The 2015 survey had 294 entries and 93 winning products across a range of categories. *Better Homes and Gardens* will showcase the winners and select insights within its print, broadcast and digital properties.

"*Better Homes and Gardens* inspires women with ways to add color to their lives," said Christine Guilfoyle, Senior Vice President & Group Publisher, *Better Homes and Gardens*. "The *Better Homes and Gardens* Best New Product Awards is just one way we encourage our readers to try fresh ideas and innovative products that are proven to make life easier and a touch more colorful."

Consumers can enter the "Best New Product Awards Shopping Spree Sweepstakes" and win \$1500 to purchase all 93 winning products. The sweepstakes is live starting January 26th through June 30th. For more information about the *Better Homes and Gardens* Best New Product Awards winners, visit: www.BestNewProductAwards.com.

In addition to determining the winning products, the BrandSpark/*BHG* American Shopper Study uncovers what is on the minds of American shoppers. Some highlights from this year's survey are:

New Product Interest: American shoppers are interested in trying innovative new products (78%) and many are open to the idea of paying a premium for quality innovation. 73% of Americans say that they would be willing to pay more for a new product if it is better than the current selection of similar products. In fact, 2 in 3 believe that research and development is constantly leading to better beauty, personal care and health products and 6 in 10 for household products.

Value: 85% feel proud when they get great value for their money, and American shoppers see value in established brands. 73% prefer buying brand name products on sale as opposed to purchasing a private label equivalent.

Food and Health: 83% of Americans believe that there is a lot they can do with food and nutrition to prevent illness, and 53% rely on the nutritional info shown on product packaging to help them eat healthier.

Online Shopping: 89% of Americans shop online. In CPG, beauty leads e-commerce with nearly 1 in 2 shoppers buying beauty products online at least occasionally, compared to 13% for food & beverage and 15% for household care products.

Mobile Shopping Habits: 7 in 10 American shoppers now own a smartphone and more than half use their mobile devices when shopping in-store. Among them, 51% have taken pictures of products they were considering, 49% searched for digital coupons, and 43% compared prices across different retailers.

Beauty and Personal Care: When purchasing beauty products, more than 80% of shoppers consider it extremely or very important that products are well-priced and proven effective. Other important considerations for shoppers include ease of use, trust in the brand, and that the product is gentle on their skin.

Household Care: While 42% are trying to purchase more natural household cleaning products, shoppers rate effectiveness as the most important attribute in a majority of household categories and only 33% believe that natural cleaning products are as effective as synthetic ones.

About *Better Homes and Gardens*

Better Homes and Gardens serves, connects and inspires readers who infuse color into each aspect of their lives. Reaching 40 million readers a month via the most trusted print magazine, the brand also extends across a robust website, multiple social platforms, tablet editions, mobile apps, broadcast programs and licensed products. Better Homes and Gardens fuels our reader's passions to live a more colorful life through stunning visuals, a balance of substance and surface and a blend of expert and reader ideas. Better Homes and Gardens is published twelve times a year by Meredith Corporation [NYSE: MDP], with a rate base of 7.6 million. For more information, visit www.bhg.com.

About the 2015 BrandSpark/*Better Homes and Gardens* American Shopper Study

The 2015 BrandSpark/*Better Homes and Gardens* American Shopper Study presents the results of America's most comprehensive shopper trends and behavior survey. More than 70,000 respondents contributed with data weighted to a national profile of shoppers. The BrandSpark Shopper Study was also conducted in Canada for the 12th year, and in Mexico, Turkey, China, France, Germany and the United Kingdom. For more information, visit www.BrandSpark.com.

About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and innovative research approach gets at the heart of how consumers think, why they act the way they do, and what clients need to do about it. With expertise in retail and leisure categories and an exclusive relationship with the Best New Product Awards, BrandSpark International has a deep global perspective on the drivers of innovation unlike any other research company. For more information, visit www.BrandSpark.com.

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/better-homes-and-gardens-best-new-product-awards-announces-2015-winners-as-voted-by-more-than-70000-consumers-300028519.html>

SOURCE Better Homes and Gardens

For further information: Jill Budik / Spotlight Media Relations / 212.489.8774 / jill@spotlightmediarelations.com; Lauren Doyle / Better Homes and Gardens / 212.551.7087 / lauren.doyle@meredith.com