

Consumers Invited to Choose CEW's Iconic Beauty Awards Winners

Voting opens for the Consumers' Choice awards for iconic mass and prestige products

NEW YORK, March 28, 2017 /PRNewswire/ -- U.S. beauty consumers are invited to choose the winners of the Iconic Consumers' Choice awards during CEW's 23rd annual Beauty Insider Awards. The Awards are considered the industry's highest honor, and selected by CEW members in other award categories.

Consumers will vote to determine the two Iconic Consumers' Choice Beauty Award winners – one for favorite mass product, the other for favorite prestige product – from six finalists in each category. The finalists, determined by CEW member voting, were revealed at a breakfast hosted by Meredith Corporation at The Monkey Bar in NYC earlier today.

Beginning today through April 24, consumers can vote for their favorites on Meredith's digital platform at beautybash.me. Every voter can enter into a drawing to win one of four gift bags filled with more than \$1,000 worth of products presented during the 2017 Beauty Awards Product Demonstration.

"The Beauty Awards were developed to help consumers discover new products and innovations," says Carlotta Jacobson, President of CEW. "This award gives beauty enthusiasts the opportunity to vote to select the winners, representing Beauty's most iconic products."

This is the second year that CEW and Meredith have partnered on the Iconic Consumers' Choice Beauty Award.

"We had a great response to the first Iconic Consumers' Choice awards last year and we expect this year to be even bigger," said Nancy Weber, EVP, Branding & Marketing Partnerships, Meredith Corporation. "Consumer love and loyalty are what make a product iconic, and we'll be encouraging our audience of 110 million women to make their voices heard about the products they love."

Finalists for the 2017 Iconic Consumers' Choice Beauty Awards were announced earlier today via Facebook Live and are:

- In Mass:
 - Aquaphor Healing Ointment
 - Cetaphil Moisturizing Cream
 - ChapStick Classic Cherry
 - Dove White Beauty Bar
 - NEUTROGENA® Rainbath Refreshing Shower and Bath Gel – Original
 - Olay Total Effects Anti-aging Moisturizer SPF 15 Fragrance-free
- In Prestige:
 - Bumble and bumble Surf Spray
 - Clinique Clarifying Lotion
 - Estée Lauder Double Wear Stay-in-Place Makeup
 - Fresh Sugar Lip Treatment Sunscreen SPF 15
 - Laura Mercier Translucent Loose Setting Powder
 - SK-II Facial Treatment Essence

Winners in all categories will be announced at the annual Beauty Awards Luncheon on May 12.

The CEW Beauty Insider Awards is the industry's biggest celebration of innovation and creativity, honoring the most innovative beauty products each year. Established in 1994, they are the only awards selected by industry executives – CEW members – who know beauty best.

ABOUT CEW

Cosmetic Executive Women, Inc. (CEW) is a global, nonprofit professional organization with 8,500 global members, both men and women, from over 2,250 companies in the beauty and related industries. CEW brings the beauty community together, at every stage of their careers, from every facet of the industry. CEW leads the conversation in beauty, addressing topics that are shaping the future of the industry and provides unparalleled access to industry influencers and thought leaders. CEW provides the connections, tools and leadership development resources to move careers forward. CEW recognizes professional achievement and innovation in the industry to inspire the next generation of leaders. CEW is based in New York City, and also hosts events for the beauty community in Los Angeles. Additionally, CEW has associated organizations in France and the United Kingdom. The CEW Foundation supports Cancer and Careers, a comprehensive program for people balancing work and cancer. For more information, visit cew.org.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; meredith.com) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches more than 110 million unduplicated women every month, including nearly 75 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes & Gardens, Allrecipes, Parents, Shape and EatingWell. Meredith also features robust brand licensing activities, including more than 4,000 SKUs of branded products at 5,000 Walmart stores across the U.S. and at walmart.com. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBCUniversal.

Meredith's Local Media Group includes 17 owned and operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce nearly 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation

For further information: Rebecca Zisholtz: 212/551.7087; Rebecca.Zisholtz@meredith.com; Amanda Fields: 212/221.1713; cew@kaplow.com

<https://dotdashmeredith.mediaroom.com/2017-03-28-Consumers-Invited-to-Choose-CEWs-Iconic-Beauty-Awards-Winners>