



Marketers across North America are Using the Best New Products 3rd Party Credibility to Drive New Product Sales

ADVERTISEMENT

HAVE YOU HEARD?
Olay Definity Color Recapture
 is the definitive winner!

*Best New Product Overall,
 Best New Product for Anti-Aging.*

"It is an ANTI-AGING PRODUCT THAT REALLY WORKS. You see a definite difference."
 Melissa C.

"I feel my morning routine go more quickly by combining two products in one."
 Melanie G.

"I feel MORE CONFIDENT in my appearance."
 Barbara G.

"It has worked wonders. My skin seems much more radiant and even-toned."
 Karan M.

"This is my ABSOLUTE FAVORITE new product!"
 Karan G.

60,000 INDEPENDENT VOTERS. ONE BRILLIANT WINNER.

Definity Color Recapture
 The combination of powerful ingredients packed into one, the correct coverage of sheer. Waterproof, translucent finish. All back of evidence and reputation for your skin.

Love the Definity

The Best New Product Awards are based on a nationwide readers survey involving over 50,000 shoppers like yourself.

Best New Product

We go to **BEAUTIFUL LENGTHS** to be the Best!

Pantene Pro-V Beautiful Lengths Shampoo was recently judged the Best New Shampoo in the 2009 Best New Product Awards (BNPA) determined by an extensive consumer survey. The survey, which was conducted for the first time in the U.S., polled over 50,000 American supermarket shoppers to find out their top selections of new consumer products. In the end Pantene Pro-V Beautiful Lengths took the title for Best Shampoo in the Personal care category.

The win relies customers' satisfaction with the product which delivers on its promise to help them to grow stronger, longer hair. Beautiful Lengths Shampoo strengthens hair allowing it to grow past the breaking point. The shampoo uses Aquapure Science to direct the movement of moisture and provide strength against damage to help hair grow longer. The moisture control factor allows the product to clean hair and remove residue while leaving it soft, healthy and beautiful. While silicone helps reduce friction between the hair, resulting in smoother, healthier hair that is less prone to breakage.

The award is a testament to the quality performance of the product and the fact the consumers are ultimately pleased with the results of healthy, beautiful, long hair.

PANTENE

Print

Olay

The #1 Twist on Beauty
 Sheer Foundation & Anti-Aging Moisturizer

DEFINITY
 COLOR RECAPTURE

Best New Product

067432 CLEAR CHANNEL 063582

Outdoor

WOMEN ARE RAVING

Best New Products Awards

More than 50,000 American consumers took part in selecting the Best New Products. In order to win, a product doesn't just have to be great—it has to wow consumers enough to make them want to buy it again. Listen to what a few consumers are saying:

"I LOVE it. The 10 minutes to color my hair is WONDERFUL. I doubt that I will ever use anything else. I've been recommending it to everyone ever since I first used it in February!"

"I think that this product is amazing. I have always had success with it every time I have used it. It offers full coverage in half the time of other hair dyeing products."

PERFECT 10

"easiest hair color"

BEAUTY INDUSTRY HONORS

Best New Product

Better Homes and Gardens
 2009 Best New Product Awards
 Winner: Hair Color category

Online

COVERGIRL OLAY

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sale! \$20

sale! \$25

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Knorr Meattime Moments

The freezer can be your friend

When it comes to quick and convenient meal solutions, look no further than your freezer.

- Get more meals out of those family-size meat packages. Double and freeze them in individual portions. They appear only as many portions as you need. The next time you're hungry, it's been frozen.
- When making soups with the kids, triple the recipe and freeze extra batches of dough, beef and beans for a quick and easy lunch.
- Try it: Thawing many expensive bunches of basil, thyme and parsley? Toss the fresh herbs for 30 seconds into boiling water then cool and dry well. Freeze each bunch in a blender with a few amount of olive oil and freeze in an ice cube tray. Flavor your next meal with a frozen herb.

From kitchen to table in 30 minutes

Knorr wins big at the 2009 Best New Product Awards

We're proud that you chose us. Over 23,000 Canadian consumers from coast to coast voted for Knorr's new Sides Plus™ Veggie and Colourful Soup lines as the 2009 Best New Products in the Food category. The award? You said you found Knorr products appealing and easy to love again. Thanks, Canada!

Online

Knorr eat & colour

Sides Plus™ Veggies

A simple and delicious way to get more vegetables into your everyday meals. With a selection of varieties to choose from, it's easy to bring veggies to the dinner table.

Products

- Knorr Products >
- Recipes >
- Eat in Colour >
- News and Promotions >
- Frequently Asked Questions >
- Contact Us >

Meatime Moments

Sign up for monthly Knorr recipes and time saving tips >

Colourful Meal Ideas

Vegetables

- Alfredo Pasta Primavera
- Salads & Herb Rots
- Cheddar Cheese Pasta
- Roasted Garlic, Olive Oil & Broccoli Rabe
- Santa Fe Style Rice
- Tangy Noodles (with Asian Style Vegetables)
- Vegetable Fried Rice

Transform ordinary foods into extraordinary meals

Knorr Sides Plus™ Veggies has 3 varieties to help you transform any food of meat.

Award-Winning Knorr Sides Plus™ Veggies have been awarded Best New Product 2009 by

Chosen by Canadians as 2009 Best New Products. Your family is sure to agree.

Knorr® Sides Plus™ Veggies and Colourful Soup lines were recently named 2009 Best New Products, as voted by nationwide consumers. So it's never been easier to make every meal a winning one.

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Quantities are limited to the first 1,000 responders drawn from all entries received.

No purchase necessary. Contest starts May 18, 2009. Contest ends June 10th, 2009. Limit one entry per person and/or mailing address. Open only to residents of Canada including residents of Quebec. Contest rules apply to all.

On Package

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