



**BETTER HOMES AND GARDENS BEST NEW PRODUCT AWARDS  
ANNOUNCES 2016 WINNERS AS VOTED BY MORE THAN 38,000 CONSUMERS**

*Companion BrandSpark/BHG American Shopper Study Reveals 70% of Americans Will Pay More for New, Innovative Products*

**NEW YORK, N.Y. (February 2, 2016)** - *Better Homes and Gardens*, with leading market research firm BrandSpark International, today announced the winners of the [2016 Better Homes and Gardens Best New Product Awards](#). 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 74 winning products are:

***Better Homes and Gardens Best New Product Awards 2016: LIST OF WINNERS BY CATEGORY***

<b>BEAUTY</b>	
<b>Category</b>	<b>Winning Product</b>
Anti-Aging Facial Care	Olay Total Effects Feather Weight Moisturizer SPF 15
Body Lotion	Aveeno Daily Moisturizing Sheer Hydration Lotion
Body Wash	Dove Deep Moisture Body Wash With NutriumMoisture
Conditioner	Clairol Professional iThrive Keratin Rescue Conditioner
Exfoliator	Neutrogena Healthy Skin Boosters Daily Scrub
Face Make Up	Clinique Beyond Perfecting Powder Foundation + Concealer
Facial Cleanser	Olay Active Botanicals Refreshing Gel Cleanser
Facial Mask	Olay Regenerist Luminous Overnight Mask
Facial Tissue	Kleenex Perfect Fit
Hair Color	L'Oréal Paris Excellence Age Perfect Hair Color
Hair Oils and Serums	Dove Quench Absolute Supreme Crème Serum
Hair Treatment	Clairol Professional iThrive Keratin Rescue Treatment
Lip Color	Revlon Ultra HD Lipstick
Mascara	Rimmel London Wonder Lash Mascara with Argan Oil
Men's Body Wash	Dove Men+Care Hydration Balance Body Wash
Men's Face/Body Moisturizer	Dove Men+Care Ultra Hydrating Cream
Men's Shampoo	Old Spice Fresh Collection 2-in-1 Shampoo and Conditioner Timber
Nail Polish	OPI Infinite Shine

Shampoo	BC Color Freeze Sulfate Free Shampoo
<b>FOOD &amp; BEVERAGE</b>	
Butter	Land O'Lakes European Style Super Premium Butter
Cereal	Cream of Wheat To-Go Maple Brown Sugar with Walnuts
Cheese	Kraft Velveeta Sharp Cheddar Cheese
Chocolate	Lindor Caramel with Sea Salt Dark Chocolate
Cooking Spray	Crisco Olive Oil Cooking Spray
Dairy	Daisy Squeeze Sour Cream
Dessert	Breyers Gelato Indulgences
Frozen Pizza	DiGiorno Pizzeria
Healthier Dessert	Daiya New York Cheezecake
Hot Sauce	Frank's RedHot Sweet Chili Sauce
Gluten Free Product	Ronzoni Gluten Free Pasta
Juice Drink	Simply Fruit Punch
Meat Snack	KRAVE Sea Salt Original Beef Jerky
Meatless Alternative	gardein Mini Crispy Crabless Cakes
Mexican Meal Starter	Old El Paso Mini Soft Tortilla Taco Boats
Pasta	Barilla Pronto
Rice	Minute Premium Rice
Salad Dressing	Kraft Peppercorn Ranch Dressing
Sauce	McCormick Sicilian Chicken with Tomato, Basil & Garlic Skillet Sauce
Savory Snack	Savoritz Rosemary & Olive Oil Woven Wheat Crackers
Seasoning	Maggi So Juicy BBQ Ribs
Soup	Progresso Creamy Potato With Sausage And Kale
Yogurt	Chobani Greek Yogurt Oats
<b>HEALTH &amp; PERSONAL CARE</b>	
Bath Soaks	Dr. Teals Pure Epsom Salt Soaking Solution Detoxify & Energize
Electric Toothbrush	Philips Sonicare DiamondClean Sonic Electric Toothbrush
Hand Sanitizer	Purell Sanitizing Wipes Clean Refreshing Scent
Hand Soap	Soft Soap Décor Collection Hand Soap
Men's Deodorant/Antiperspirant	Old Spice Timber Fresher Collection Antiperspirant Invisible Solid
Men's Electric Shaver	Philips Shaver Series 9000 Wet and Dry Electric Shaver
Mouthwash	Crest Pro-Health Advanced Mouthwash with Extra Deep Clean
Pedicure Tool	Amope Pedi Perfect Electronic Foot File with Diamond Crystals
Sunscreen	Neutrogena CoolDry Sport Sunscreen
Teeth-Whitening	Colgate Optic White Express White Toothpaste
Vitamins and Supplements	Centrum VitaMints
Women's Razor	Gillette Venus Swirl Razor
<b>HOUSEHOLD</b>	
Batteries	Duracell Quantum
Cat Food	Trufood Baked Blends
Cat Litter	Fresh Step Extreme Odor Control Scoopable Cat Litter

Dish Soap	Dawn Platinum Erasing Dishwashing Foam
Dog Food	Pedigree Adult Complete Nutrition Chicken Flavor
Fabric Softener	Snuggle Exhilarations Island Hibiscus & Rainflower Liquid Softener
Home Freshener	Fabric Refresher Tide Original Scent
In-Wash Scent Booster	Downy Fresh Protect
Laundry Stain Remover	Resolve Gold Pre Treat - Trigger Laundry Stain Remover
LED Light Bulb	GE LED Bright Stik
Liquid Laundry Detergent	Tide HE Turbo Clean
Paper Towel	Bounty with Dawn
Single Dose Laundry Detergent	Tide Pods Plus Febreze
Sparkling Beverage System	Bonne O Sparkling Beverage System
Toilet Cleaner	Harpic Power Plus
Toilet Paper	Charmin Ultra Strong Toilet Paper
Vacuum	Dyson V6 Absolute
<b>KIDS</b>	
Baby Lotion	Johnson's Baby Lotion
Baby Shampoo/Wash	Johnson's Baby Shampoo
Kid's Health Care	Band-Aid Brand Adhesive Bandages featuring Star Wars

“The sheer number of new products that appear on store shelves each year can be overwhelming to consumers,” said Robert Levy, President and CEO of BrandSpark International and Founder of the Best New Product Awards. “For the eighth consecutive year in the U.S., the Best New Product Awards and companion BrandSpark/*BHG* American Shopper Study distinguish the products that are truly innovative, and provide manufacturers with important insights on what Americans are looking for while they shop.”

The winning products were determined solely by more than 38,000 consumers who participated in an extensive nationwide survey, conducted by independent marketing research firm BrandSpark International in partnership with *Better Homes and Gardens*. The 2016 survey had 243 entries and 74 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* is continuously looking for ways to inspire and ease the lives of our readers,” said Christine Guilfoyle, Senior Vice President & Group Publisher, *Better Homes and Gardens*. “The *Better Homes and Gardens* Best New Product Awards offer solutions to consumers in the marketplace – highlighting the best in value, convenience and innovation.”

Consumers can enter the “Best New Product Awards Shopping Spree Sweepstakes” and win \$1500 to purchase all 74 winning products. The sweepstakes will be live starting February 2nd through June 30th. For more information about the *Better Homes and Gardens* Best New Product Awards winners, visit: [www.BestNewProductAwards.com](http://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:** 75% of consumers like trying new products. 70% of shoppers say they will pay a little more for a new product that appears to be better than what was previously available.

**BRAND LOYALTY & SHOPPING HABITS:** Product innovation is as important as ever to capture shopper's attention, as 44% say they are less brand loyal than they were a few years previously. Deals continue to drive trial, with 50% reporting they use coupons from coupon circulars "most weeks", and 26% now using a coupon-app on their smartphone, often in addition to print coupons.

**AWARDS & CREDENTIALS:** 3<sup>rd</sup> party recommendations and credentials remain impactful in today's word-of-mouth culture. The *Better Homes and Gardens* Best New Product Awards continues to be the most influential consumer-voted award in CPG.

**FOOD AND HEALTH:** While 7 in 10 Americans are making some changes in order to live healthier, 67% are skeptical of the health claims they see on products. Although health is important, 63% agree that indulgent foods that are not all that healthy are sometimes worth it anyway.

**COOKING AT HOME:** 69% of American shoppers say they enjoy cooking. An even greater proportion, 77%, says they try to prepare food at home as often as they can, driven by enjoyment and financial motives. Shoppers love products that offer great taste and convenience, at a good value.

**BEAUTY AND PERSONAL CARE:** 62% of beauty shoppers believe that ongoing research and development is consistently leading to more effective beauty products, and they don't think these only come from prestige brands: 63% believe it is often possible to get the same effect from mass market brands.

**OVER-THE-COUNTER HEALTH:** Price is not always number one in OTC: 66% agree that they will often spend a lot more for health products they know work. "Natural" resonates with health product shoppers, with 53% saying they opt for natural products, so long as they don't compromise on efficacy.

**HOUSEHOLD CARE:** Household care products are rarely an impulse buy; just 21% say they often make impulse purchases in the segment. Yet, household shoppers are looking for new things: 61% look for products that are more environmentally friendly, 51% are interested in "natural" cleaners, and 72% appreciate multi-purpose household care products that are perceived to add convenience and value.

### **About the 2016 BrandSpark/*Better Homes and Gardens* American Shopper Study**

The 2016 BrandSpark/*Better Homes and Gardens* American Shopper Study presents the results of America's most comprehensive shopper trends and behavior survey. More than 38,000 respondents contributed with data weighted to a national profile of shoppers. The BrandSpark Shopper Study was also conducted in Canada for the 13<sup>th</sup> year. For more information, visit [www.BrandSpark.com](http://www.BrandSpark.com)

### **About Better Homes and Gardens**

*Better Homes and Gardens* serves, connects and inspires readers who infuse color and creativity 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 12 times a year by Meredith Corporation, with a rate base of 7.6 million.

### **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](http://www.BrandSpark.com)

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