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IN THE NEWS Print ShareThis

Winners of Better Homes & Gardens New Product Awards

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Better Homes and Gardens and market research firm BrandSpark International have named the winners of the 2012 Better Homes and Gardens Best New Product Awards (BNPAs). The awards honor the top consumer packaged products in the categories of health and beauty, food and beverage and household care.

The 2012 Best New Product Awards Overall Category Winners include the Mr. Clean Magic Eraser Bath Scrubber with Febreze (household care) and Johnson's Natural Kids 3-in-1 Shampoo, Conditioner & Body Wash (health and beauty).

"Now in its fourth year in the U.S. and ninth year in Canada, the Best New Product Awards provide American shoppers with one of the most credible endorsements in America to help them buy better – 100% consumer voted and endorsed by one of the most trusted brands in America, *Better Homes aGardens*," said Robert Levy, president and CEO of BrandSpark International and founder of the BNPA. "The *Better Homes and Gardens Best New Product Awards* are like 'The People's Choice Awards' for consumer products. The 2012 edition involved more than 66,000 consumers across the survey."

The winning products were chosen directly by thousands of consumers who participated in an extensive nationwide survey, the American Shopper Study, conducted by independent marketing research firm BrandSpark International in partnership with *Better Homes and Gardens* magazine.

Other products that won in their respective categories included Neutrogena Oil Free Acne Wash (acne treatment), Gillette Odor Shield antiperspirant, Listerine Total Care Plus Whitening (mouthwash), OPI Lucerne-tainly Look Marvelous (nail polish), Glade Cashmere Woods Collection (air freshener) and Purex Complete Crystals Fabric Softener.

For the complete list, be sure to check out the March issue of *Happi*.

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