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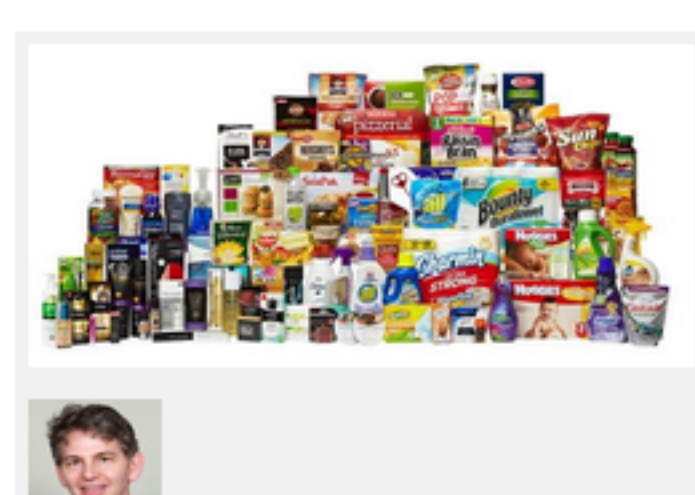
When Better Is Best

Find out what it takes to be a winner of the 2014 Better Homes and Gardens Best New Product Awards.

By Tom Branna, Editorial Director

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Following The Great Recession, Americans remain cautious when it comes to spending their hard earned dollars on products that don't live up to their promises. But shoppers will still reward companies and brands that deliver. Just last month Better Homes and Gardens announced the winners of its 2014 Best New Product awards in beauty, food and beverage, health and personal care, and household.

"Successful new products deliver on their promises, while offering meaningful incremental benefits, explained Robert Levy, president and CEO of BrandSpark International and founder of the Best New Product Awards. "Closely following the innovation in your market and listening to the consumer through research like the American Shopper Study is crucial to ensuring that your innovations will appeal to your consumer and resonate in the market."

Some takeaways from the Best New Product Awards are:

- Product innovation in CPG has accelerated and has been largely guided by a few critical consumer needs led by value, health, convenience and an interest in new innovation, including new experiences and sensations.
- In food and beverage, new tastes, health and convenience have underscored many new innovations.
- In personal care and household care, increased convenience and effectiveness have been the usual hallmark of strong new products. Natural versions of brand name products have also been a steady trend, benefiting from perceptions that more-natural products are healthier and better for the environment (in the case of household care).
- Overall, 6 in 10 shoppers believe that ongoing product innovation really is "constantly leading to better products."

The 2014 program attracted 80,000 consumer responses, which was up slightly from last year when 78,000 American shoppers participated. According to organizers, the American Shopper Study has always been large with more than 63,000 participants in 2011 and 66,000 in 2012.

"This high number of consumers allows us to study a wide range of topics relevant to American consumers, and supports the Best New Product Awards program, where we identify past purchasers of specific new products in CPG who provide their feedback to determine the annual winners," explained Levy.

Since the awards debuted six years ago, American shoppers have been put through the wringer due to high unemployment, rising commodity prices and the lingering impact of The Great Recession. According to Levy, 50% of survey respondents said that their lives were negatively impacted by the downturn and 37% said they are less loyal to companies than before the recession.

The awards also look at consumer attitudes. Some key findings from the American Shopper Study include:

- Shoppers have become even more price conscious and we are currently seeing 85% of shoppers reading the supermarket flyers at least each month, and 3 in 4 reading them each week, while coupon clipping and price matching are also popular.
- 85% say they will stock up when a product that they like is on sale. Retailers have responded with strong price promotions, which in turn has strengthened American consumers' drive to find the best value.
- It is important to note that the best value doesn't mean the cheapest product: consumers still want quality, whether that means great tasting foods or highly effective personal care and household care products. 1 in 2 shoppers agree that price is the single most important factor in their purchase decisions, but 7 in 10 "continue to purchase the same brands regularly."

Also, consumers have also steadily become more concerned with the health impact of the products they use.

- 75% indicate that they are actively making changes to live healthier.

• These consumers are more educated on how their diet can affect their health: 84% agree that there is a lot they can do with food and nutrition to prevent illness and 75% feel that they are knowledgeable about nutritional issues.

Finally, new technology is changing how the consumer shops, with smartphones now in the hands of 6 in 10 household shoppers. They are using them to perform on-the-spot product research for big ticket items, but are also using them during CPG shopping.

"Most frequent uses were a digital shopping list, searching for coupons, and checking a recipe," Levy told Happi. "Overall, smartphones were used for research during 12% of household shopping trips, but this is expected to increase quickly in near future."

So, without further ado, here are the 91 winning products:

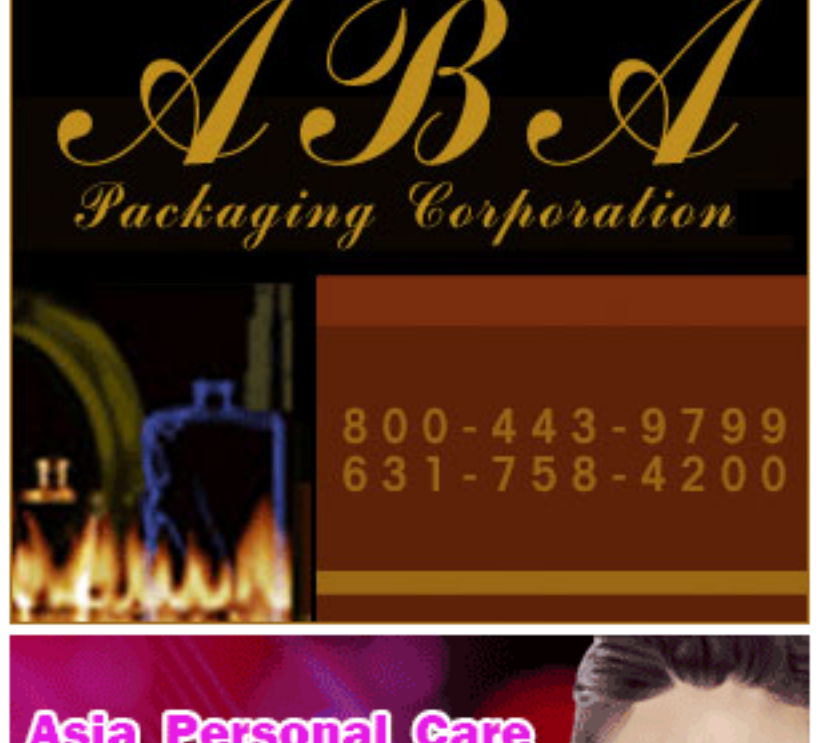
BEAUTY	
Category	Product
At-home Manicure	SensatioNail Manicure Starter Kit
Body Wash	Dove Go Fresh Restore with NutriumMoisture
Cleansing Oil	Dior Instant Gentle Cleansing Oil
Concealer	Bare Minerals Correcting Concealer Broad Spectrum SPF 20
Conditioner	Pantene AgeDefy
Dark Spot Treatment	Olay Pro-X Tone Correcting Protocol
Eye Cream (over \$40)	Regeneration Tight, Firm & Fill Extreme Eye Complex
Eye Cream (under \$40)	CoverGirl + Olay ReHabit CC Cream
Face Serum (over \$60)	Peter Thomas Roth Un-Wrinkle Turbo
Face Serum (under \$30)	Olay Total Effects Moisturizer + Serum Duo
Facial CC Cream	Olay Total Effects CC Cream
Facial Cleanser	Yes to Cucumbers Gentle Milk Cleanser
Facial Mask	Tarte Double Detox Amazonian Clay Exfoliating Facial Mask
Facial Moisturizer	Olay Regenerist Micro-Sculpting Cream
Facial Moisturizer with Sunscreen	Olay Age Defying Sensitive Skin with SPF 15
Facial Wipe	Olay Fresh Effects S'wipe Out! Make-Up Removal Cloths
Foundation	CoverGirl Outlast Stay Fabulous 2-in-1
Hair Styler	Suave Professionals Moroccan Infusion Styling Oil
Lip Color (over \$15)	bareMinerals Marvelous Moxie Lipstick
Lip Color (under \$15)	Maybelline New York Color Whisper Lipcolor
Mascara (over \$10)	Marc Jacobs Lash Lifter Gel Volume
Mascara (under \$10)	CoverGirl Clump Crusher by LashBlast
Men's Body Spray	Axe Apollo
Men's Shower Product	Dove Men+Care Aqua Impact Body + Face Wash
Nail Polish	OPI Liquid Sand
Night Cream	Neutrogena Rapid Tone Repair
Shampoo	Pantene AgeDefy
Teeth Whitening Kit	Crest 3D White Whitestrips 1 Hour Express
Women's Razor	Gillette Venus & Olay Sugarberry

HOUSEHOLD	
Category	Product
Air Freshener	Glade Wax Melts Warmers
Automatic Dishwash Detergent	Cascade Platinum
Baby Wipes	Huggies Natural Care
Bath Tissue & Wipe	Charmin Ultra Strong
Battery	Duracell Quantum
Diaper	Huggies Little Snugglers size 3
Dish Soap	Ultra Palmolive Scent Essentials Lotus Blossom & Lavender
Dog Food & Snack	Milk-Bone Trail Mix
Drain Opener	Liquid-Plumr Double Impact Snake + Gel System
Fabric Softener	Snuggly Exhilarations
Flea & Tick Control	Seresto Flea and Tick Protection Collar for Dogs
Floor Care	Pledge Floor Care Wood Spray Cleaner
Liquid Laundry Detergent	Gain Original with Clean Boost
Paper Towel	Bounty DuraTowel
Sensitive Skin Laundry Detergent	All Fresh & Sensitive
Single Dose Laundry Detergent	All Mighty Pacs
Stain Remover	OxiClean 2in1 Stain Fighter plus Color Safe Brightener
Surface Cleaner	Swiffer Dusters Refills with Gain Scent
Tile Cleaner	Rejuvenate Soap Scum Remover
Wood Care	Minwax Wood Finishing Cloths

HEALTH & PERSONAL CARE	
Category	Product
Dietary Supplement	FiberChoice Fruity Bites
External Analgesic	ThermaCare Muscle & Joint Heatwrap
Hand Wash	Method Foaming Blue Poppy
Men's Antiperspirant	Dove Men+Care Cool Silver
Sensitive Skin Care Body	Aveeno Skin Relief Healing Ointment
Sleep Aid	ZzzQuil
Toothpaste	Crest 3D White Arctic Fresh
Women's Antiperspirant	Secret Clinical Strength Stress Response

FOOD & BEVERAGE	
Baking	Betty Crocker Hershey's S'mores Premium Cupcake Mix
BBQ Sauce	Grill Mates Montreal Steak Sauce
Beverage Flavoring	Coffee-mate Natural Bliss Low Fat Chocolate
Breakfast Food	Marie Callender's Cheddar Biscuit
Butter Blend	Saute Express Saut�e Starter by Land O' Lakes
Cereal/Kellogg's Raisin Bran Omega-3	
Chip	SunChips Sweet & Spicy BBQ
Chocolate Treat	Lindt Excellence Chocolate Diamonds
Coconut Water	Harmless Harvest 100% Raw
Condiment	Heinz Jalapeno Tomato Ketchup
Cookie/Keebler Simply Made	
Dinner Mix	PF Chang's Mongolian Chicken
Egg	The Happy Egg Co.
Frozen Appetizer	Tyson Any'lizers Sweet Garlic Glazed Boneless Chicken Wyngz
Frozen Dessert	Cadbury Ice Cream Bar English Toffee
Frozen Pizza	Pizzeria! from DiGiorno
Greek Frozen Yogurt/Yoplait Greek Frozen Yogurt Bars Honey Caramel	
Hot Cereal	Quaker Perfect Portions
Lactose Free Beverage	Silk Light Almondmilk
Marinade	Grill Mates Smoke'n' Sweet Tea
Meatless Alternative/Gardein Crispy Chick'n Sliders	
Mexican Food	Ortega Fiesta Flats Flat Bottom Taco Shells
Pasta	Barilla Veggie
Pickle	Farmer's Garden by Vlasic
Popcorn	Orville Redenbacher's Pop Crunch Sugar Cinnamon
Seafood	SeaPak Shrimp Spring Rolls
Side Dish	Idahoan Steakhouse Red Potatoes
Single Serve Coffee Pod	Green Mountain Coffee Defend Blend
Snack Food	Del Monte Diced Mangos Fruit Cup
Smoothie & Shake	Naked Juice Power Garden
Snack Food	Del Monte Diced Mangos Fruit Cup
Smoothie & Shake	Naked Juice Power Garden
Snack Bar	Quaker Big Chewy Chocolate Chip Granola Bar
Soda	Caffeine Free Coke Zero
Spread	Philadelphia Snack Delights
Waffle/Eggo Waffles	Waffle Bars

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