



# BEST NEW PRODUCT AWARDS 2018 SHOPPING LIST

OVER 11,000 CONSUMERS PARTICIPATED IN AN INDEPENDENT RESEARCH STUDY TO DETERMINE THE BEST NEW PRODUCTS OF 2018. CHECK OUT THE WINNING PRODUCTS BELOW.

## BEAUTY & PERSONAL CARE

- BROW COSMETIC: Covergirl Easy Breezy Brow Micro-Fine Fill + Define Brow Pencil
- CONCEALER: Revlon Youth FX Fill + Blur Concealer
- CONDITIONER: TRESemmé Keratin Smooth Colour Conditioner
- EYE LINER: Burt's Bees Nourishing Eyeliner Pencil
- FACE WIPES: Burt's Bees Micellar Cleansing Wipes
- FACIAL SCRUB/EXFOLIATOR: L'Oreal Pure-Sugar Purify & Unclog Face Scrub
- FOUNDATION: Revlon Photoready Insta-Filter Foundation
- LIP BALM: Revlon Kiss Exfoliating Balm
- LIP COLOR: L'Oréal Paris Infallible Paints/Lips
- MASCARA: L'Oréal Paris Voluminous X Fiber Mascara
- SHAMPOO: TRESemmé Keratin Smooth Colour Shampoo
- TOOTHPASTE: Crest 3D White Whitening Therapy Sensitivity Care Toothpaste

## FOOD & BEVERAGE

- CHOCOLATE MILK: Fairlife Superkids Chocolate Ultra-filtered Milk
- DAIRY & DAIRY ALTERNATIVE DRINKS: ALDI VitalLife Smoothies
- ENERGY BAR: Clif Bar Peanut Butter Banana With Dark Chocolate
- ENERGY DRINK: Monster Energy Ultra Violet
- FROZEN FRUIT: ALDI Season's Choice Mango & Tropical Blend frozen fruit
- FRUIT JUICE: Simply Peach Juice Drink
- ICED TEA: ALDI Benner Peach Tea
- MEAT SNACK: Slim Jim Premium Smoked Meat Sticks
- MEXICAN FOOD: Ortega Good Grains Taco Shells
- NUT BAR: ALDI Elevation by Millville Fruit & Nut Bars
- ORGANIC JUICE: Ocean Spray Organic 100% Juice Cranberry Apple
- PRE-COOKED FROZEN CHICKEN: Foster Farms Frozen Baked Chicken Nuggets
- PRIVATE LABEL WINE: California Roots Cabernet Sauvignon Red Wine
- PROTEIN BAR: ALDI Elevation by Millville High Protein Bars
- PROTEIN POWDER: ALDI Elevation by Millville Protein Powder
- READY TO EAT PASTA: Barilla Ready Pasta Elbows
- SEASONING & MARINADE: McCormick Grill Mates Korean BBQ Marinade
- SNACK BAR: ALDI Elevation by Millville Endulgent Bars
- SPECIALTY PASTA: Birds Eye Steamfresh Veggie Made™ Pasta
- VEGAN SNACK: Larabar Fruits + Greens Pineapple Kale Cashew Bar
- YOGURT: Dannon Activia Dailies Probiotic Drink

## HOUSEHOLD

- IN-WASH SCENT BOOSTER: Purex Crystals Botanicals Cherry Blossom and Ginger
- LIQUID LAUNDRY DETERGENT: Gain Botanicals
- SINGLE DOSE LAUNDRY DETERGENT: Tide PODS Plus Downy

## KIDS

- BABY DIAPERING: Aquaphor Baby Diaper Rash Paste
- BABY WASH: Baby Dove Rich Moisture Tip to Toe Wash