

Better Homes and Gardens Best New Product Awards Announces 2014 Winners As Voted By 80,000 Americans

Companion BrandSpark/BHG American Shopper Study Reveals Climate of Economic Caution Remains with 76% of Americans Saying They Are Always Looking for Ways to Reduce Spending

NEW YORK, Jan. 22, 2014 [/PRNewswire/](#) -- *Better Homes and Gardens* along with leading market research firm BrandSpark International, today announced the winners of the 2014 *Better Homes and Gardens* Best New Product Awards (BNPAs). The Best New Product Awards is the leading consumer-voted CPG awards program in North America, honoring consumer products in the categories of Beauty, Food & Beverage, Health & Personal Care, and Household. The 91 winning products are:

Best New Product Awards 2014: LIST OF WINNERS BY CATEGORY	
BEAUTY	
Category	Winning Product
AT-HOME MANICURE KIT	SensatioNail Manicure Starter Kit
BODY WASH	Dove go fresh Restore with NutriumMoisture
CLEANSING OIL	Dior Instant Gentle Cleansing Oil
CONCEALER	bareMinerals 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 Eye Rehab 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 3-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 AgeDelay
TEETH WHITENING KIT	Crest 3D White Whitestrips 1 Hour Express
WOMEN'S RAZOR	Gillette Venus & Olay Sugarberry
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 Sauté 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	P.F. Chang's Mongolian Chicken
EGG	the happy egg co.
FROZEN APPETIZER	Tyson Any'tizers 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 Smokin' 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 Brown 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 BAR	Quaker Big Chewy Chocolate Chip Granola Bar
SODA	Caffeine Free Coke Zero
SPREAD	PHILADELPHIA Snack Delights
WAFFLE	Eggo Wafflers Waffle Bars
HEALTH & PERSONAL CARE	
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 SKINCARE- BODY	AVEENO Skin Relief Healing Ointment
SLEEP AID	ZzzQuil
TOOTHPASTE	Crest 3D White Arctic Fresh
WOMEN'S ANTIPERSPIRANT	Secret Clinical Strength Stress Response
HOUSEHOLD	
AIR FRESHENER	Glade Wax Melts Warmer
AUTOMATIC DISHWASHER DETERGENT	Cascade Platinum
BABY WIPE	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	Snuggle Exhilarations
FLEA & TICK CONTROL	Seresto Flea and Tick Protection Collar for Dogs
FLOOR CARE	Pledge FloorCare 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

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

"Now in its sixth year in the U.S. and also operating in Canada, Mexico, Turkey and China, the Best New Product Awards and the companion BrandSpark/*BHG* American Shopper Study have provided an annual forum for the voices of American consumers to be heard. The Awards let shoppers know how to identify new products that have been voted the best by other consumers," said Robert Levy, President and CEO of BrandSpark International and founder of the Best New Product Awards. "As the program continues to gain momentum, we are able to reveal the opinions and needs of American shoppers, which helps manufacturers innovate and improve their products and offerings."

The winning products were chosen directly by more than 80,000 consumers who participated in an extensive nationwide survey, conducted by independent marketing research firm BrandSpark International in partnership with *Better Homes and Gardens*. The 2014 survey had 294 entries and 91 product winners across a range of categories. *Better Homes and Gardens* will showcase the winners and select insights within its print, broadcast and digital properties.

Consumers can also enter the "Best New Product Awards Shopping Spree Sweepstakes" and win \$1,250 to purchase all 91 winning products. The sweepstakes is live starting January 17th through June 30, 2014. For more information about the *Better Homes and Gardens* Best New Product Awards winners, visit: www.bhg.com/bestnewproductawards.

"Each month *Better Homes and Gardens* strives to give our millions of loyal readers inspiring content and the confidence to go from dreaming to doing," said James Carr, EVP & President, *Better Homes and Gardens*. "The *BHG* Best New Product Awards provides us a rare opportunity to hear back about which products, trends and innovations are inspiring our readers and all American consumers today."

In addition to the winning products, the American Shopper Study uncovers what is on the minds of American shoppers. Some highlights from this year's survey are*:

NUTRITION:

- 84% of American shoppers are convinced that there is a lot they can do with food and nutrition to prevent illness.
- 65% say they will try new food and beverage products recommended by others.
- 58% say that health concerns are behind their food selection "usually" or "always". However only 18% say they are willing to sacrifice taste for health benefits, while 36% say they will never or rarely do so.
- 75% of Americans are actively making changes in their lifestyle to be healthier.

BEAUTY:

- 66% of shoppers believe that research and development is regularly leading to

better products, while 69% believe the same for health products, and 61% for household care products. For food, 48% agree, reflecting how R&D for food products is perceived differently.

- 55% say they will try new beauty products recommended by others.

SHOPPING HABITS:

- 76% of American shoppers like trying new products with 72% saying they look for new products that will make life easier.
- Roughly 70% of Americans say that they would be willing to pay more for a new product if it was better than the current selection of similar products.
- Among many potential sources of recommendations, the most trusted is "family and friends," trusted by 85% of shoppers, followed by consumer reviews, specialty magazines, and consumer voted awards, which are trusted by seven in 10 shoppers.
- **88% report that they use written shopping lists often. [1]** Shopping lists are routine for most American shoppers and were used during 67% of CPG shopping trips. Even with the list in hand, however, shoppers reported that they forgot to pick up something they needed 15% of the time and purchased items they did not plan to buy on 51% of the time.

OUTLOOK ON ECONOMY:

- **37% are less loyal to companies now than before the latest recession.**
- 50% say their life was negatively impacted by the recent economic downturn and only 20% feel their family is better off financially than six months earlier, while 29% believe they are worse off.
- 76% of Americans say they are always looking for ways to reduce spending on everyday items and 68% say they often postpone making purchases until they spot a good deal.

SAVING MONEY:

- **89% feel proud when they get great value for their money.** 56% believe that private label products are just as good as brand name products while 42% consider store brands to be a better value. Despite this, American shoppers still see value in established brands and 68% prefer to buy brand name products on sale as opposed to purchasing a private label equivalent.
- Shoppers are following the deals with seven in 10 reading the supermarket circulars every week to find the lowest prices. Use of digital circulars has increased with 1 in 2 shoppers referencing them at least each month. Meanwhile 1 in 2 shoppers report taking advantage of price match policies.

MOBILE SHOPPING HABITS:

- Smartphones were used for shopping on 12% of CPG shopping trips.
- Referencing a digital shopping list was the most common use of mobile during CPG shopping, used in 46% of occasions in which a smartphone was utilized, following by looking for digital coupons (27%), checking a recipe (27%) and price comparison (23%).

About *Better Homes and Gardens*

Reaching nearly 37 million readers every month, the *Better Homes and Gardens* brand extends across the web, tablet, mobile, broadcast, broadband and numerous licensed products, serving and connecting women who are passionate about their homes and the lives they create there. A Meredith publication, *Better Homes and Gardens* inspires women to dream and gives them the confidence to move from dreaming to doing. For more information, please visit www.bhg.com.

About the 2014 BrandSpark/ *Better Homes and Gardens* American Shopper Study

The 2014 BrandSpark/*Better Homes and Gardens* American Shopper Study presents the results of America's most comprehensive shopper trends and behavior survey. More than 80,000 respondents contributed (Oct. to Nov. 2013) with data weighted to the national profile of shoppers. The BrandSpark Shopper Study was also conducted in

Canada for the 11th year, and in Mexico, Turkey, China, France, Germany, the United Kingdom, Brazil and Japan. For more information, visit www.BrandSpark.com.

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

[1] Defined as Always + Sometimes

*Please credit all findings to "2014 BrandSpark International/*Better Homes and Gardens* American Shopper Study."

SOURCE Better Homes and Gardens

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