



BEST NEW PRODUCT AWARDS 2016 SHOPPING LIST

OVER 38,000 CONSUMERS PARTICIPATED IN AN INDEPENDENT RESEARCH STUDY TO DETERMINE THE BEST NEW PRODUCTS OF 2016. CHECK OUT THE WINNING PRODUCTS BELOW.

2016 BEST NEW PRODUCT AWARD WINNERS

BEST BEAUTY PRODUCTS

- Aveeno Daily Moisturizing Sheer Hydration Lotion
- BC Color Freeze Sulfate Free Shampoo
- Clairol Professional iThrive Keratin Rescue Conditioner
- Clairol Professional iThrive Keratin Rescue Treatment
- Clinique Beyond Perfecting Powder Foundation + Concealer
- Dove Deep Moisture Body Wash With Nutrium Moisture
- Dove Men+Care Hydration Balance Body Wash
- Dove Men+Care Ultra Hydrating Cream
- Dove Quench Absolute Supreme Crème Serum
- Kleenex Perfect Fit
- L'Oréal Paris Excellence Age Perfect Hair Color
- Neutrogena Healthy Skin Boosters Daily Scrub
- Olay Active Botanicals Refreshing Gel Cleanser
- Olay Regenerist Luminous Overnight Mask
- Olay Total Effects Feather Weight Moisturizer SPF 15
- Old Spice Fresh Collection 2-in-1 Shampoo and Conditioner Timber
- OPI Infinite Shine
- Revlon Ultra HD Lipstick
- Rimmel London Wonder Lash Mascara with Argan Oil

BEST FOOD & BEVERAGE PRODUCTS

- Barilla Pronto
- Breyers Gelato Indulgences
- Chobani Greek Yogurt Oats
- Cream of Wheat To-Go Maple Brown Sugar with Walnuts
- Crisco Olive Oil Cooking Spray
- Daisy Squeeze Sour Cream
- Daiya New York Cheezecake
- DiGiorno Pizzeria
- Frank's RedHot Sweet Chili Sauce
- gardein Mini Crispy Crabless Cakes
- Kraft Peppercorn Ranch Dressing
- Kraft Velveeta Sharp Cheddar Cheese
- KRAVE Sea Salt Original Beef Jerky
- Land O'Lakes European Style Super Premium Butter
- Lindor Caramel with Sea Salt Dark Chocolate
- Maggi So Juicy BBQ Ribs
- McCormick Sicilian Chicken with Tomato, Basil & Garlic Skillet Sauce
- Minute Premium Rice
- Old El Paso Mini Soft Tortilla Taco Boats
- Progresso Creamy Potato With Sausage And Kale
- Ronzoni Gluten Free Pasta
- Savoritz Rosemary & Olive Oil Woven Wheat Crackers
- Simply Fruit Punch

BEST HEALTH & PERSONAL CARE PRODUCTS

- Amope Pedi Perfect Electronic Foot File with Diamond Crystals
- Centrum VitaMints
- Colgate Optic White Express White Toothpaste
- Crest Pro-Health Advanced Mouthwash with Extra Deep Clean
- Dr. Teals Pure Epsom Salt Soaking Solution Detoxify & Energize
- Gillette Venus Swirl Razor
- Neutrogena CoolDry Sport Sunscreen
- Old Spice Timber Fresher Collection Antiperspirant Invisible Solid
- Philips Shaver Series 9000 Wet and Dry Electric Shaver
- Philips Sonicare DiamondClean Sonic Electric Toothbrush
- Purell Sanitizing Wipes Clean Refreshing Scent
- Soft Soap Décor Collection Hand Soap

BEST HOUSEHOLD PRODUCTS

- Bonne O Sparkling Beverage System
- Bounty with Dawn
- Charmin Ultra Strong Toilet Paper
- Dawn Platinum Erasing Dishwashing Foam
- Downy Fresh Protect
- Duracell Quantum
- Dyson V6 Absolute
- Fabric Refresher Tide Original Scent
- Fresh Step Extreme Odor Control Scoopable Cat Litter
- GE LED Bright Stik
- Harpic Power Plus
- Pedigree Adult Complete Nutrition Chicken Flavor
- Resolve Gold Pre Treat - Trigger Laundry Stain Remover
- Snuggle Exhilarations Island Hibiscus & Rainflower Liquid Softener
- Trufood Baked Blends
- Tide HE Turbo Clean
- Tide Pods Plus Febreze

BEST KIDS PRODUCTS

- Band-Aid Brand Adhesive Bandages featuring Star Wars
- Johnson's Baby Lotion
- Johnson's Baby Shampoo