



## **P&G Wins 14 Awards for 2008 Product of the Year**

21<sup>st</sup> January 2008, P&G Wins 14 Awards for 2008 Product of the Year, following the UK's largest consumer survey in which 12,000 members of the public were questioned!

Winning products were awarded from a range of categories including Air freshener, Baby, Battery, Female hair removal, Feminine care, Hair Treatment, Hair styling, Household cleaning, Laundry care products, Laundry detergent, Male grooming, Salon brands, Shampoo & Conditioner and Washing up. The winning products selected were:

- **Febreze Mist & Refresh**
- **Pampers Active Fit with 3-Way Fit**
- **Duracell Mini Charger**
- **Riviera Disposable Razors**
- **Always with Silk**
- **Pantene Pro-V Restoratives Time Renewal Night Renewal Nourishing Mist**
- **Pantene Pro-V Ice Shine Hairspray**
- **Flash MultiSurface Spray with FlashGuard**
- **Lenor with Febreze Effect**
- **Ariel with Febreze Effect**
- **Fusion HydraGel**
- **System Professional Luminous Shampoo**
- **Head & Shoulders Intensive Shampoo**
- **Fairy Fresh Lavender Washing Up Liquid**

Winners of the Product of the Year awards, the largest and most representative consumer vote on product innovation in the UK, will now be able to feature the distinctive red logo on pack – helping shoppers identify the best products on the supermarket shelves to save both time and money. Research has also shown that consumers spend an average of seven seconds at the supermarket shelf and the endorsement of 12,000 people is a key differentiator to a purchasing decision.

After just four years in the UK, more than 40% of shoppers recognise and trust the Product of the Year logo, with 49% stating they are likely or more likely to purchase products sporting the mark. \* The power of the Product of the Year mark has been capitalised by winning brands, featuring the logo in advertising and in store marketing campaigns. Attendees at the event also agree that the rise in recognition of the Product of the Year logo is beneficial to consumers, Tom Moody, of Procter and Gamble said; "Increased recognition of the Product of the Year logo show that consumers genuinely

see this as a guide on what to buy". Adrian Wells, of Procter and Gamble continued; "Confused consumers arrive at shelves and see the logo, helping them to make a decision on what to buy - there is no doubt about it".

Irwin Lee, CEO of Procter and Gamble, UK commented, "I'm extremely pleased with P&G's record-breaking performance in the Product of the Year Awards. These awards underline our continued commitment to innovation based on deep consumer understanding and insight. Our aim, through our Connect & Develop strategy, is to identify new ideas, technologies and products that will speed up our innovation cycle, bringing new products to the market that will continue to delight our consumers."

CEO of Product of the Year Management, Mike Nolan, says, "Each year thousands of UK household's vote in the survey and this year was no exception, seeing a whopping 12,000 people take part. Product of the Year works because winners are voted for by the people, for the people. UK shoppers therefore can remain safe in the knowledge that this year's innovative winners have once more been given a seal of approval by people just like them."

TNS once again carried out the research, offering an industry sector understanding and collating the survey from over 12,000 people in the UK.

**Additional information:**

Product of the Year is the UK's largest independent survey into product innovation with over 12,000 consumers voting in a survey conducted by TNS.

The initiative has been running in the UK since 2005 and plans are currently underway to follow the success the scheme has seen around the globe, launching the awards in 15 new countries, including the USA, India, Japan, Brazil, South Africa, New Zealand and Australia. Winning manufacturers include Procter and Gamble, Reckitt Benckiser, Panasonic, PepsiCo and Del Monte, all previous winners.

2008 Product of the Year winners across thirty five categories are as follows:

- **Salon – System Professional Luminous Shampoo**

Shiny hair is the epitome of healthy, wealthy hair and one of the top consumer hair desires. System Professional Luminous Shampoo, one of the most innovative, luxury, salon-exclusive hair care products, designed specifically to create super-charged-shine for all hair colours, is the first ever winner of the inaugural Salon Brand category.

Forming part of the System Professional Tailor Made Shine range including care and finishing products, Luminous Shampoo combines smoothing TRI-complex and luminous light-controlling formulations to provide gentle cleansing and moisturising, to smooth the cuticle surface and perfectly prepare the hair for radiant, intense gloss and shine. £9.95/200m ([www.systemprofessional.co.uk](http://www.systemprofessional.co.uk))"

- **Hair Treatment – Pantene Pro-V Restoratives Time Renewal Night Renewal Nourishing Mist**

Hair lacking shine and sparkle? Try new Ice Shine Ultimate Hold Hairspray- one of Pantene's official hairsprays of Milan Fashion Week, and recommended by Anna Friel. Its combination of professional micro fine spray system and improved formulation creates a fine, evenly spread mist without any dulling residue to leave you with beautifully styled hair that let's your personality shine through. £2.99

- **Hair Styling – Pantene Pro-V Ice Shine Hairspray**

Want to rewind time? New from Pantene Pro-V, the Restoratives Time Renewal Shampoo & Conditioner are designed to help fight signs of up to two years damage by restoring smoothness and shine in just one wash. The Time Renewal Collection is the first to use Pantene's next generation technology to remove dulling deposits and infuse hair with hydrating agents that target areas of damage to leave hair feeling soft with a lustrous shine. £2.99

- **Shampoo and Conditioner – Head & Shoulders Intensive Shampoo**

Sometimes your hair & scalp needs that little bit more. That's why head & shoulders developed a new Intensive product specially designed to work on the cause of dandruff from the 1st wash. The special selenium-sulphide active-ingredient is clinically-proven to help remove the cause of persistent flakes. Plus the soothing formula is pH-balanced for relief & calming of irritation & discomfort. Nourish your scalp & hair with new head & shoulders Intensive. £4.99

- **Baby – Pampers Active Fit 3-Way Fit**

The way every baby learns to move is unique. This inspired Pampers to create a uniquely designed nappy that gives your baby the best fit to find their own moves. It has a special shaped core to fit between their legs, the stretchiest sides of any nappy, to stay snug around their waist, and triple elastic leg cuffs. No other nappy has won more awards in the last 5 years. Around £5.99 for a carry pack

- **Household Cleaning – Flash MultiSurface Spray with FlashGuard**

New Flash Multi Surface Spray with FlashGuard actually helps stop dirt from sticking. By forming an active barrier on surfaces, FlashGuard makes an easier and quicker clean next time around. It cleans all rooms with brilliant results and a great fresh fragrance, and now prevention from tough stains. Available in Lavender and Camomile, Lemon, Grapefruit & Green Tea and Sea Minerals scents. £1.48

- **Air Freshener – Febreze Mist & Refresh**

Discover Febreze True Freshness with the innovative new Mist & Refresh air freshener. It first effectively removes odours then replaces them with a fresh, pleasant smelling scent. The

cleansing mist contains patented odour elimination technology and is specially designed to gently release a subtle fragrance. Now you can experience true freshness, available in four delicate scents – Cotton Fresh, Blossom & Breeze, Morning Dew and Apple Spice. £2.49

- **Laundry Detergent – Ariel with Febreze Effect**

For the first time, new Ariel with Febreze Effect combines the cleaning power of Ariel with the long lasting freshness of Febreze. The unique formula gives your clothes a just washed freshness that lasts up to 8 hours and delivers brilliant cleaning even at 30°C, saving up to 40% of the energy used in each load. So now you can save energy and have the smell of clean clothes all day long. £2.78

- **Laundry Care Products – Lenor with Febreze Effect**

Lenor, one of the leading Fabric Care brands, introduces Lenor with Febreze Effect - combining all the softness of Lenor with the long-lasting freshness of Febreze. Now you can get that just-washed freshness for even longer no matter what you choose to do throughout your day. And if you use the concentrated liquid you will be doing your bit for the environment too. Lenor concentrate has 70% less packaging per wash when compared with regular Lenor. £1.54

- **Battery – Duracell Mini Charger**

This innovative, compact new battery charger from Duracell is designed for the new breed of digital camera user who wants portable power wherever, whenever. Fitting into the palm of your hand and easily carried in any handbag or camera bag, the charger plugs straight into the wall, charging up two AA or AAA batteries. Coming with two AA batteries the charger offers a perfect power solution in today's hectic world. £9.99

- **Feminine Care – Always with Silk**

Always with Silk is as soft as silk against your skin, no wonder it was loved by 90% of the women who tried it! It's the latest innovation from Always – a premium ultra pad that has a unique top-sheet with skin care lotion containing silk extracts. It is dermatologically tested and comes with the Always fast absorbing core that locks in fluid to keep you feeling dry and protected. Feels like silk, protects like Always. £1.58 (single) 2.95 (Duo)

- **Washing Up Products – Fairy Fresh Lavender Washing Up Liquid**

The innovative formula combines brilliant results you'd expect from the unbeatable grease cutting power of Fairy with the soothing natural ingredient of lavender. It lasts longer than the next best selling washing-up liquid which means that it saves you money and is kind to the environment. Fairy is a proud supporter of Wastewatch who agree that if everyone in Britain used Fairy over 30 million plastic bottles could be saved. £0.98

- **Female Hair Removal – Venus Riviera Disposable Razors**

Looking for super smooth legs? New from Gillette Venus, our Riviera disposable has a new mango-scented handle which brings a fragrant air of summer sunshine to your bath whilst giving you Venus' silky smooth results. The moisture strip contains a unique blend of avocado oil and aloe vera, whilst the oval-shaped cartridge has three Venus blades set between soft cushions. The handy travel cap makes them ideal for the gym or weekends away. £5.99

- **Male Grooming – Gillette Fusion HydraGel**

From the Number 1 shaving brand Gillette comes a real breakthrough in shave gel technology and our best ever product: Fusion HydraGel. Its unique and innovative aloe-infused formula coats the skin and provides enhanced lubrication improving razor glide. It softens the hair and creates an invisible layer to protect even sensitive skin from the first stroke to the last. £3.99