Product of the Year 2007 Winners

Contributed by TNS
Thursday, 25 January 2007
Last Updated Thursday, 25 January 2007

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DRINKS
Juice Bar 100% Pure â€˜Not From Concentrateâ€™ Premium Juice
A range of three flavours:
1. Del Monte Gold Pineapple
2. Orange & Del Monet Gold Pineapple
3. Mango 7 Del Monte Gold Pineapple
RRP: Â£1.98 (1ltr)

BAKERY
Kingsmill Headstart, Omega 3
Now thereâ€™s an easier way to give your kids Omega 3. New Kingsmill Headstart, Omega 3 bread. Delicious white bread baked with the added goodness of Omega 3. Omega 3, from oily fish, can help enhance learning and concentration. But not all kids love oily fish. Eating only 3 slices of Kingsmill Headstart, Omega 3 bread provides a good source of Omega 3. Whatâ€™s more it tastes just as good as Kingsmill normal white bread.
RRP: Â£1.19

CONVENIENCE FOOD
Shape Lasting Satisfaction
New Shape Lasting satisfaction is a deliciously creamy 0.1% fat yogurt which can help keep you feeling satisfied for longer, and so lessen the desire to snack. The first diet yogurt to offer an active health benefit, containing a special blend of effective fibres and proteins (Shape EFP), is designed to help you feel satisfied for longer â€“ in fact 85% of women who tested it said they felt satisfied for longer and 70% said they snacked less!
RRP: Â£1.49

SNACKS
Aero Bubbles
Delicious bite size balls of bubbly minty chocolate that melt away in your mouth. The great taste and feel of Aero, now available in a bite size format perfect for sharing with friends and family.
RRP: 43p (Impulse bag)/ Â£1.49 (Pouch bag)

DRINKS SYSTEMS
Tassimo
A unique system that provides a range of coffee shop style hot drinks at the touch of the button. The range comprises freshly brewed ground coffees from Kenco, including Caffe Crema, Espresso and authentic Cappuccino, Twinings Teas and Suchard Hot Chocolate Drink. Drinks are prepared using exclusive TassimoDiscs (T Discs). The machine reads a barcode on the T Disc and precisely adjusts brewing time, pressure and temperature for the perfect drink, every time.
RRP: Â£99.99

PET FOOD
Whiskas Oh soâ€¦
Whiskas Oh soâ€¦ =is a new range of cat food containing visible whole pieces of meat or fish. Your cat will notice the difference straight away because it is more natural, and the whole chunks are finished with just enough jelly or gravy to keep them succulent. Itâ€™s so deeply delicious your cat will polish off every last morsel, and then ask for more!
RRP: Â£0.38 (single/ Â£3.99 (12 pack)

INSECT CONROL
Raid Protector Fly, Wasp & Mosquito Killer
Raid Protector Fly, Wasp and Mosquito Killer is specifically formulated with a natural ingredient derived from the Chrysanthemum flower and has an odourless formulation.
RRP: Â£1.99

MENâ€™S RAZORS
Gillette Fusion Razor
The comfort of 5. The Precision of 1. Gilletteâ€™s best shave. Gillette Fusion is the first and only shaving system that has revolutionary technology on the front and the back of the cartridge. The 5 Blade Shaving Surface technology has 5

blades spaced closer together to help reduce pressure across the blades for extraordinary comfort. The Precision Trimmer Blade is built into the back of the cartridge. Perfect for tricky places like sideburns, under the nose and around facial hair.
RRP: Â£7.49

MENâ€™S GROOMING
Gillette Fusion After Shave Gel & Balm
Comfort from the First Stoke to the Last. Gillette Fusion Hydra Soother Balm is non-greasy and alcohol free; calms and moisturises your skin and is easily absorbed. Gillette Fusion Hydra Cool Gel provides a cooling sensation after shaving to leave the skin feeling comfortably refreshed. Gillette Fusion Aftershave Balm and Gel are dermatologist tested.
RRP: Â£6.49

WOMENâ€™S HAIR REMOVAL
Gillette Venus Vibrance
Gillette Venus Vibrance gently exfoliates to instantly reveal more radiant skin. The first battery powered razor designed specifically for women, its Soothing Vibrations give gentle pulses powered by a miniature motor in the handle, removing dead skin cells to reveal more luminous skin and provide a silky smooth shave.
RRP: Â£8.99

FEMININE CARE
Tampax Compak Fresh
Tampax Compak Fresh is the new tampon offering you an extra feeling of freshness thanks to its light scent. It provides you with the same great protection and comfort of any Tampax Compak tampon, and comes in funky packaging. It also has flowery individual wrappers to give you complete discretion, and a new flashy blue retractable applicator. New Tampax Compak fresh has been dermatologically tested and is available in Regular and Super absorptions.
RRP: Â£1.95

FACIAL SKINCARE
Nivea Sensitive Calming Day Cream
Nivea Sensitive Calming Day Cream offers instant relief and effective protection for sensitive skin. The cream is free from colourants and fragrance, but what makes it different is the active ingredients that have been put in. It contains Licorine, a natural, highly effective soothing ingredient that calms skin irritations. In addition, the product has an Active Relief formula that strengthens the skinâ€™s natural resistance to helping protect it from external influences, reducing its sensitivity.
RRP: Â£8.39

MAKE UP
Blistex Lip Smash
Blistex Lip Smash is the first and only roller-ball applicator liquid lip balm on the market. Innovative technology means the cool-to-the-touch metallic applicator provides the gentlest lip care, whilst the balm penetrates deep down to quench thirsty lips. The unique roller-ball smothers and gently enriches lips with six moisturisers, Aloe Vera and Jojoba. Added SPF15 gives ultimate protection from harsh sun rays to. The result? Lips that look sexy and feel simply splashing!
RRP: Â£2.99

BODYCARE
Dettol Liquid Hand Wash
New Dettol Antibacterial Liquid Handwash not only cleans and cares for your skin, but also kills 99.9% of bacteria including MRSA, E-coli, Salmonella, and the Flu virus. Enriched with Aloe Vera and Milk Protein, its unique formulation leaves your hands feeling soft, moisturised and protected. Dettol antibacterial Liquid Handwash has been developed to offer the best for you and your family to protect from harmful bacteria and care for your hands. Dermatologically tested. Also exists in Refresh and Soothe fragrances.
RRP: Â£1.99

ANTI-AGING
Nivea Visage DNAge Cell Renewal day Cream
805 of skinâ€™s ageing is caused by environmental influences such as sun, pollution, lifestyle, and diet. These influences damage the core of skin cells, the DNA, leading to premature skin ageing. DNAge Day Cream reduces DNA damage in the skin whilst promoting healthy cell production. This means improved skin, vitality, firmer skin, and a visible reduction of wrinkles and fine lines. The patent pending combination of Folic Acid and Creatine provides high performance.
RRP: Â£14.99

SELF-TANNING
Dove Summer Glow Body Lotion
Summer Glow Body Lotion uniquely combines rich Dove moisturisers and a hint of self-tanning agents, which leaves the skin silky smooth, lightly tanned and beautifully glowing all year round. Summer Glow enhances natural skin tone gradually whilst nourishing the skin. It contains signature Dove active moisturisers, proving that tanning can also be good

for the skin. The lotion smoothes on easily leaving a non-streaky glowing tan and beautifully smooth skin.
RRP: Â£4.99

SUNCARE
Ambre Solaire Clear protect
Introducing un protection thatâ€™s fresh and clear...Fed up of sticky, slippery sun creams? Garnier Ambre Solaire Clear Protect offers the protection of a regular sun cream in a clear spray that leaves no white marks. The revolutionary transparent formula is instantly absorbed into the skin without stickiness and is fresh to apply. Containing advanced UVA & UVB filters, Clear Protect is also water and sweat resistant for extra peace of mind in the sun.
RRP: Â£13.99

HAIR STYLING
Fructis Style Body & Volume Mousse
Flat or lifeless hair? Try new Garnier Fructis Style Body & Volume Mousse with high performance volumising technology to give body, bounce and more energy to limp hair. The light formula works from root to tip on hair fibres to give natural-looking volume. Enriched with fruit micro-waxes and lemon extract, the formula gives hair long-lasting hold whilst providing it with intense shine. Fine hair will immediately feel the difference, feeling fuller and thicker.
RRP: Â£3.99

HAIR COLOURING
Clairol nice â€˜n easy
Wish your freshly coloured look lasted longer? New nice â€™n easy with ColourSeal Gloss Conditioner is specially designed to help seal in colour for up to 6 weeks, maintaining your natural-looking colour with multi tones and shine. Whatever your shade, your colour looks wonderful day after day, week after week. And nice â€˜n easy still promise 100% grey coverage and a no mess, no stress experience.
RRP: Â£ 4.29

SHAMPOO
Elvive Nutriâ€“Gloss Shampoo
Re-ignite the magic of your hair! To revive mid to long length dull hairâ€™s shine, the Lâ€™Oreal laboratories have developed New Elvive Nutri-Gloss shampoo enriched with Pearl protein. A technological innovation, Nutri-Gloss with pearl protein penetrates the hair to give targeted nutrition to the fibre, without weighing down the hair. The result: Mirror Shine â€“ Cashmere Touch. Smoothed and nourished, your hair captures the light from root to tip, leaving it wonderfully soft and shiny.
RRP: Â£ 1.98

HAIR CONDITIONER
Head and Shoulders Conditioners
Did you know that if you ever use an anti-dandruff shampoo, you could wash away the protection by using an ordinary conditioner? Well now thereâ€™s a brilliant new solution. New H&S Conditioner range has a breakthrough formula that actually maintains the unbeatable anti-dandruff protection of H&S shampoos and give you beautifully soft silky conditioned hair. Thatâ€™s why 95% of Marie Claire readers would recommend it to a friend.
RRP: Â£1.79

HAIR TREATMENT
Pantene Colour Expressions Intensive Treatments
Set your colour alight with the new Pantene Colour-Expressions intensive treatments! The intense moisturisation and frizz protection helps to give your hair a beautiful, vibrant colour.
RRP: Â£3.99

BATTERY
Duracell PowerPix
Duracell PowerPix is developed for use in Digital Cameras. For optimum performance, digital cameras require a higher operating voltage than many other devices. Duracell PowerPix is designed to release more power than alkaline batteries, lasting up to three times longer in digital cameras. The batteries deliver great performance and great value for digital camera users at an affordable retail price versus lithium batteries. A great new product from the UKâ€™s most trusted name in batteries.
RRP: Â£4.99

SURFACE CLEANER
Mr Muscle Frozen Lime & Vinegar All Purpose Cleaner
Mr Muscle Frozen Lime and Vinegar is not just another All Purpose Cleaner. It contains the natural ingredients of vinegar (a known natural cleaner) together with the grease-cutting qualities of citrus, leaving your surfaces sparkling clean with the scent of fresh lime.
RRP: Â£1.79

HOUSEHOLD CARE
Dettol Spray and Mop
New Dettol Spray and Mop is the easiest way to clean your floors; simply spray on the floor and wipe the dirt away. No bucket is required so there is no mixing or rinsing. It dries in 5 minutes and leaves no sticky residues. It cuts through kitchen grease and removes bathroom dirt and kills 99.9% of bacteria. Dettol Spray and Mop is available in both Green Apple and Atlantic Fresh fragrances.
RRP: Â£1.99

HOUSEHOLD PAPER
Andrex Quilts
In response to extensive consumer research, AndrexÂ® launched its most premium product ever; AndrexÂ® Quilts, the first three-ply soft quilted superior toilet tissue in the UK. The offering embodies gorgeous comfort; the packaging is silky and soft, itâ€™s only available in white and for the first time, the internal core is stylish white. Carrying the message â€˜a little softer, a little thicker â€“ a little luxuryâ€™, it really does offer a little luxury for every bathroom.
RRP: Â£1.97

AIR FRESHINING
Oust Portable Fan
Oust Odour Eliminator is a revolutionary way of neutralising bad odours in your home. Oust eliminates bad odours without just covering them up. Its special formula neutralises bad odour molecules in the air, such as pet, bathroom, smoke and musty/mildew odours. Its fan helps circulate the Oust Odour Eliminator formula throughout the room, leaving your home smelling clean and fresh. Available in Outdoor and Citrus scents.
RRP: Â£5.89

DISHWASHER
Fairy Active Bursts
The revolutionary new tablet to deliver the unbeatable cleaning power of Fairy for your dishwasher. Fairy Active Bursts provide sparkling performance everytime by combining Fairy liquid with a dishwasher detergent in a convenient no need to unwrap tablet. They also save you money by including a rinse aid, salt, glass protector and metal shine. Thatâ€™s why 7 out of 10 customers choose Fairy Active Bursts for an unbeatable cleaning performance.
RRP: Â£3.35

LAUNDRY
Vanish Oxi Action Crystal White
New Vanish Oxi Action Crystal White is a revolutionary satin remover and whitener specially designed for whites. It combines the power of Oxi Action to remover even the toughest stains with powerful whitening agents to give you even whiter whites! The multi-purpose powder can be used to pre-treat of just add one scoop in the wash to remove stains and keep your whites brilliantly white! Use it to soak and it will even bring greys back to white!
RRP: Â£3.99

BABY
Pampers Sensitive Wipes with Moisture Seal
Pampers Sensitive Wipes are unscented, alcohol-free and made with 95% pure water to gently cleanse even the most delicate of babiesâ€™ skin, even those with nappy rash. The lotion on the wipes maintains the natural pH of babiesâ€™ skin lon after changes, therefore helping to protect baby from the conditions that can cause nappy rash. New Pampers Sensitive Wipes also have an improved seal for unbeatable moisture retention, from the first to the last wipe.
RRP: Â£2.49

ORAL HYGIENE
Advanced Tartar Control Listerine
Everyone would love their teeth to stay naturally white. However, 73% of us have visible plaque and tartar on our teeth. Even if you brush twice daily, unsightly plaque and tartar can still build up, trapping germs and stains. Listerine is clinically proven to reduce plaque by up to 56% more than brushing alone and Advanced Tartar Control Listerine contains an additional ingredient to help protect against unsightly tartar, keeping teeth naturally white, bright and healthy.
RRP: Â£3.99

HEALTH CARE
Elastoplast Spray Plaster
Have you ever tried to protect a cut or graze from dirt and germs on an awkward area (eg knees) with a plaster and not having it stick? New Spray Plaster is a technological innovative solution that sprays on and stays on, protecting all minor cuts and graze effectively. Spray Plaster is a clear, flexible film that seals the wound like a second skin, is waterproof and breathable, protects from dirt and germs, and lasts a few days before gradually disappearing.
RRP: Â£5.99

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