2018 Most Trusted Award Winners*							BrandSpark MOST TRUSTED	
Rum	BACARDÍ.	Eggs	EGGIAND'S BEST	Sparkling Water	La Croix	By America	n Shoppers	
Pasta	Barilla	Coffee	Folgers	Butter		Fresh Packaged Meat	Oscar Mayer	
Baking	Betty Crocker	Frozen Fish	GORTONS	Теа	Lipton	Hot Dogs	Ostar Mayer	
Protein Bars	ELIF	Mayonnaise	HELLMANN'S	Herbs & Spices	McCormick	Tequila	TEQUILA PATRÓN	
Soft Drink	Coca Cola	Whiskey / Whisky	HELLMANN'S	Vegan Food	MorningStar	Vodka	SMIRNOFF	
Bottled Water	DASANI	Sausages	Dimmy Dean	Frozen French Fries	Ore Ida	Yogurt	Koplait	

HOUSEHOLD								
Flea & Tick Prevention	BAYER R	Fabric Softener	Downy	Insect Repellant	OFF!	Eco-Friendly Cleaning Products	seventh ^o generation.	
	FRONTLINE"	Batteries	DURACELL	Floor Cleaner	Pm p Sol	Laundry Stain Remover	CONNE	
Paper Towels	Bounty	Air Freshener	febreze	Hand Sanitizer	Purell	Drink Carbonation System	s ^o da stream	
Dishwasher Detergent	(ascade.	Garbage Bags	GLAD	Cat Food	🛚 Purina	Laundry Detergent	TELO	
Dishwasher Cleaner	(ascade.	Flea Collars	Hartz	Cat Litter	🛚 Purina	Food Storage Bags	Ciplos.	
Decalcifier & Rust Remover	C L R	Multi-Purpose Cleaner	Lysol	Dog Food	🔀 Purina	Food Storage Containers	Liplos	
Dish Soap	DAWN.	Dog Treats	MILK-BONE.	Lawn Care	Scotts			

BrandSpark

<u>DIGIORNO</u>

Frozen Pizza

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* Results based on the 2018 BrandSpark American Shopper Study

2018 Most Trusted Award Winners*							BrandSpark MOST TRUSTED		
OTC						2.0			
Cold Sore Remedy	abreva	Adult Sunscreen	Coppetione	Fiber Supplement	Meta	By America	n Shoppers		
Contact Lenses			Neutrogena	Yeast Infection Medication	MONISTAT	Topical Pain Relief Patches	Salonpas.		
Pain Relief	Tylenol	Probiotic Supplements	Culturelle	Nutritional Supplements	Nature Made.	Meal Replacement	Slim Fast		
	Advif	Shoe Insoles	Dr. Scholl's	Smoke Cessation	nicorette	Condoms	TROJAN		
Adhesive Bandages	BAND-AID	Laxative	Dulcelax	Adult Tooth Pain Relief	Orajel.	Heartburn Remedy	TUMS		
Contact Lens Solution	BAUSCH+LOMB	Denture Adhesive	Fixodent	Joint Care Supplements	Osteo Bi-Flex	Antacid	TUMS		
Topical Pain Relief Cream/Gel	ICYNOT	Cough Drops / Lozenges	GAUS.	Antinauseant	Received	Arthritis Pain Relief	Tylenol		
	BENGAY .	Diarrhea Medication	Imodium	Adult Incontinence	Poise	Cold & Flu Prevention	VICKS		
Adult Vitamin	Centrum	Personal Lubricant	K•Y	Head Lice Remedy	RID	Cough & Cold Medication	VICKS		
Allergy Relief	Claritin	Scar & Stretchmark Reduction	Mederma	Hair Regrowth	Rogaine	Eye Drops	Visine		



2018 Most Trusted Award Winners*

BEAUTY & PERSONAL CARE

Liners/Pads Teeth **By American Shoppers** LISTERINE always Mouthwash (Feminine Crest Whitening Protection) Shampoo & Aveeno. PANTENE Toothpaste MAYBELLUNE Conditioner Crest Mascara (Women) Sensitive Skin Care Dove Nair Dove Body Wash Hair Removal PANTENE Hair Styling Dove. TRESemmé Men's Neutrogena Facial Cleanser Batiste MEN # Body Wash Dry Shampoo Dove. Dove Men's Skin Anti-Aging OLAY **REVLON**[®] Lip Colour HEN# Care Skin Care Women's Men's Facial OLAY Gíllette ChapStick® Lip Balm Deodorant/ Shaving Moisturizer Antiperspirant Gillette Women's Men's Deodorant/ Sensitive SENSODYNE Hair Color CLAIROL enus Old Spice Shaving Antiperspirant Toothpaste Tampons heads Shampoo & Electric Oral E TAMPAX Foundation **COVERGIRL®** (Feminine Conditioner (Men) Toothbrush Protection)



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BrandSpark

MOST TRUSTED