



2014 Most Trusted Award Winners*

HEALTH & BEAUTY WINNERS

Anti-Aging Skin Care		Mascara		Sleep Aid		Women's Facial Skin Care	
Body Wash		Men's Deodorant/ Anti-perspirant		Toothpaste		Women's Hair Care	
Facial Cleanser		Men's Shaving		Topical Pain Relief		Women's Hair Styling (TIE)	
Foundation		Nail Care		Women's Body Skin Care			
Lipstick (TIE)	 	Nutritional Supplements & Vitamins		Women's Deodorant/ Anti-perspirant		Women's Shaving	

KIDS WINNERS

Baby Care		Baby Food		Baby Formula		Diaper	
-----------	--	-----------	--	--------------	--	--------	--















2014 Most Trusted Award Winners*

HOUSEHOLD WINNERS

Air Freshener 	Dish Soap 	Hand Soap (TIE) 	Laundry Detergent 
Bath Tissue 	Dishwashing Detergent 	Hand Soap (TIE) 	Laundry Stain Remover 
Battery 	Fabric Softener 	Household Cleaning 	Paper Towel 
			Pet Care 

FOOD & BEVERAGE WINNERS

Baking 	Coffee 	Frozen Dessert 	Mexican Food 
Butter 	Condiment 	Frozen Pizza 	Pasta 
Cheese 	Cookie (TIE) 	Ice Cream 	Soft Drink 
Chips 	Cookie (TIE) 	Juice 	
Chocolate 