



Consumers in the U.S. and around the globe chose 22 Procter & Gamble products to be honored with **Product of the Year Awards** for 2011. Selected by over 200,000 shoppers across 28 countries, the Product of the Year Awards represent the world's largest consumer-voted distinction for product innovation.

Global P&G brands Pampers, Gillette, Always, and Head & Shoulders were among the 22 winning brands in seven countries.

- Shoppers rated P&G products best in their category based on innovation appeal, use, satisfaction, and purchase intent.
- In the last five years, P&G products have won over 200 Product of the Year awards, more than any other consumer packaged goods manufacturer.
- The Product of the Year seal offers one more opportunity to introduce more consumers to more P&G brands.
- According to research by TNS, 68% of U.S. consumers agree that an award voted by consumers means more than by experts when seeking out new products.

The P&G 2011 Product of the Year Winners:

USA

Pampers Cruisers & Swaddlers
Gillette Fusion ProGlide Power Razor
Pantene Pro-V Customized Solutions
Shampoo & Conditioner
Pantene Pro-V Customized Solutions
Treatments & Stylers

UK

Fairy Non Bio Gel
Lenor All Lineup
Silvirkin Heat Creations Blow Dry Spray
Head & Shoulders Itchy Scalp Care
Shampoo & Conditioner
Duracell Ultra Power
Always Simply Fits Flexistyle
Gillette Venus Spa Breeze
Pampers Active Fit Nappies
Febreze Aerosol Destination Range

South Africa

Pampers Premium
Pampers Sensitive Pampers

France

Deodorants Gillette Sticks & Sprays
Multiquick MR570 Pâtisserie

Italy

Herbal Essences

Holland

Ariel Vlekverwijderaar
Braun Satin Hair Brush

Spain

Tampax Pearl
H&S Prevención Caída

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