

AMERICA'S MOST TRUSTED CPG BRANDS

2016

HEALTH & BEAUTY

Treatment

Neutrogena

Body Wash



Headache Pain Relief

TYLENOL

Sleep Aid



Adult Incontinence Poise

Cold Sore Remedy abreva

Lip Balm

ChapStick

Smoking Cessation



Adult Sunscreen



Condom



Lip Color

REVLON

Teeth Whitening



Adult Tooth Pain Relief



Contact Lenses Solution

BAUSCH+LOMB

Mascara MAYBELL I NEW YORK

Toothbrush



rain Keile



Cough & Cold



Men's Body

Spray



Toothpaste



Colgate

Adult Vitamin



Toothbrush

Remedy

Electric



Men's Deodorant/ Antiperspirant



Topical Pain Relief (3 TIES)



Allergy Relief (TIE)

Benadryľ

Claritin

Facial Cleanser

Feminine

Neutrogena

Men's Shampoo & Conditioner



Weight Loss

Supplement



Slim-Fast

Antacid

Anti-Aging

Facial Care



Sanitary Product



COVERGIRE

Men's Shaving



Men's Skin Care



TOAKE





Arthritis Pain Relief



OLAY

Hair Color

Foundation

L'ORÉAL.

Nair

Mouthwash

Nutritional

Supplement



Nature Made.

Women's

Women's Facial

Skin Care

Shampoo & Conditioner **PANTENE**

OLAY

Women's Shaving Venus.

Body Moisturizer (TIE) Aveeno.

jergens

Hair Treatment

Hair Removal

L'ORÉAL.

Sensitive Toothpaste SENSODYNE

KIDS

Baby Food

Baby Formula



Similac

Enfamil

Baby /Kids Tooth Pain Relief

Baby Wipe



Baby/Toddler Shampoo & Wash



Huggies.

Children's Allergy Medication

Children's Toy

Benadryľ

Fisher-Price®

Children's Vitamin Vitamis

Diaper



Infant / Children's Pain & Fever Medication



Kids Sunscreen



www.BrandSparkMostTrusted.com

* Results based on the 2016 BrandSpark American Shopper Study



AMERICA'S MOST TRUSTED CPG BRANDS

2016*

FOOD & BEVERAGE



Egg



Tropicana Juice

Pasta



Bread



Energy Drink

Ketchup



Peanut Butter



Butter



Frozen Pizza



MONSTER

Mayonnaise



Seasoning



Cereal



Gum



Mexican Food



Soft Drink



Cheese



Ice Cream



Mustard





Chocolate



Instant Rice

Jam



SMUCKER'S

Non-Dairy



Yogurt

Soup



Coffee





HOUSEHOLD

Air Freshener



Dog Food

Dog Treat



Food Storage



LFD Light Bulb



Battery

DURACELL

MILK-BONE









Cat Food





Hand Soap



Paper Towel



Cat Litter



Fabric Softener



Household Cleaning



Toilet Paper



Cleaning Aid



Flea And Tick Control

(TIE)



Insect Repellant



Vacuum Cleaner



Dish Soap



Floor Cleaner



PINE-Sol

Laundry Detergent



Laundry Stain Remover



Dishwasher Detergent

