



01 Mar 2015  
Sunday Telegraph, Sydney

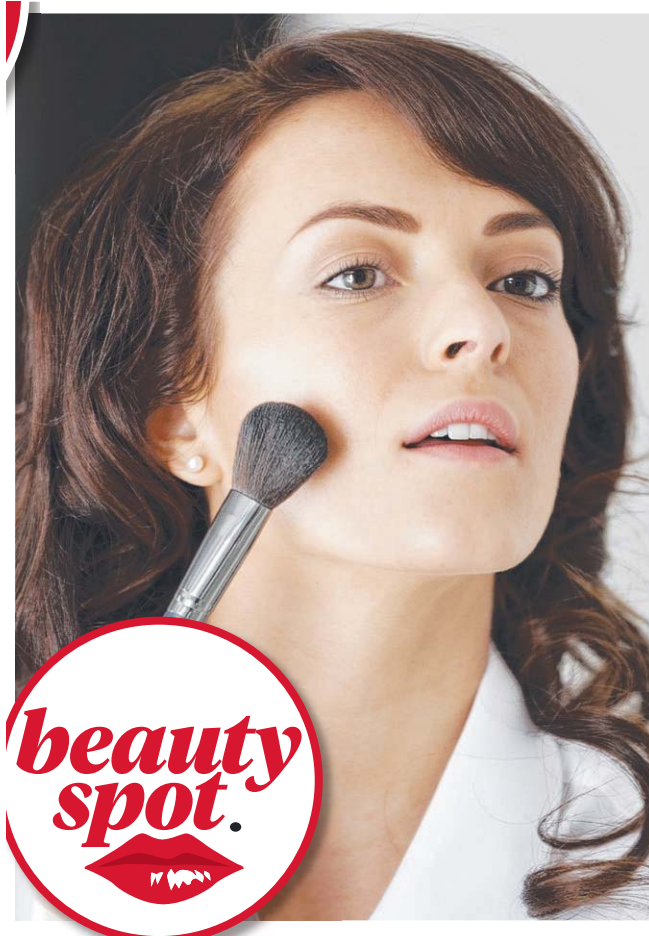
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# Your best beauty buys

The Product of the Year winners are announced

**MERCEDES MAGUIRE**

Australia's favourite products of 2015 have been announced in the largest consumer survey of household goods. Several health and beauty products have been crowned favourites by Aussie consumers in the Product of the Year Awards, which also includes food, over-

the-counter medicine, alcohol, small appliances and cleaning products.

The 44 winning products were reviewed against criteria such as trial performance, value for money and overall satisfaction in the ultimate poll of more than 15,000 Australian shoppers by leading research company, Nielsen.

Product of the Year director, Sarah Connelly says

the results should make consumers feel confident they are choosing a reliable product, particularly since they are new to the market.

"Winning Product of the Year is a huge stamp of approval from the Australian public. Shoppers can be confident when buying products, whether it be fresh food, beauty items or larger purchases such as appliances, that all the guess work has already been done by shoppers just like themselves."

Recognised brands such as Palmer's, Schwarzkopf, Colgate, L'Oreal and Vaseline are among the beauty brands recognised in this year's product awards.




**PALMER'S PERFECTING FACIAL OIL**

Nine anti-aging oils are at work in this facial moisturiser to help keep your skin glowing. Retinol, in the form of Vitamin A, will help reduce the appearance of fine lines, while Vitamin C will boost radiance and provide valuable antioxidants.

**\$19.99**



**VASELINE SPRAY MOISTURISER**

These three new products in the Vaseline Intensive Care line promise to absorb into dry skin in seconds. In an easy-to-apply spray, choose from dry skin repair, aloe soothe or cocoa glow to give your skin an instant, non-greasy boost.

**\$9.99**







**OPTIC WHITE TOOTHBRUSH AND BUILT-IN WHITENING PEN**

Get whiter teeth in just two days with the whitening ingredient that dentists use. Simply brush with your regular toothpaste, then apply the gel to each tooth using your whitening pen and you're good to go.

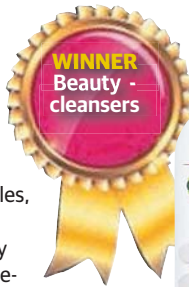
**\$19.99**



**GARNIER MICELLAR CLEANSING WATER**

This all-in-one cleanser uses the active cleansing ingredient, micelles, which attracts impurities like a magnet and removes them gently from your face. Simply wipe make-up from your eyes, lips and face in one go, without rubbing and without rinsing.

**\$12.95**



**L'OREAL PARIS ELVIVE FIBRALOGY DOUBLE SERUM**

Your hair will feel softer and thicker after just one wash thanks to an active ingredient that penetrates each hair fibre to work from within. The leave-in treatment comes in two parts – a thickening gel and smoothing serum – which mixes when you pump it onto your hair.

**\$9.99**

All products available from leading supermarkets and pharmacies

**new stuff**

**PALINDROME**  
This new loungewear and intimates label was created by Marie Savvas, ex Pleasure State and Bras N Things, who noticed a gap for everyday styles. Her items combine a great fit with unique detailing, including sheer stretch lace bras with sports luxe, cross-back styling and these digitally-printed high waisted briefs. **Lion Heart Maxi brief, \$49.99, palindromestudio.com.au**



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*Les Enfants de la Rue*

**ROYAL DOULTON X STREET ART**  
Think Royal Doulton dinnerware was just for your nan? Think again. They've collaborated with street artists, Nick Walker and Pure Evil, on a range of urban-inspired plates that deserve a place on your wall rather than being hidden in the cupboard.  
**\$85,**  
[petersofkensington.com.au](http://petersofkensington.com.au)

**DENIM NAPERY**  
Take a tip from your favourite hipster cafe and add some cool to your kitchen accessories with these denim pieces.  
**Apron \$34.95,**  
**gauntlet, \$14.95,**  
[annabeltrends.com](http://annabeltrends.com)