

## Product of the Year Awards honour innovation

At the 'Product of the Year' awards, held in Johannesburg on Thursday 5 February 2015, Unilever South Africa earned the title for innovation excellence for the seventh consecutive year and Snowflake won for its Cornflour, and Red and Blue Velvet Cupcake Treats.



Unilever's 2015 Products of Year	
Product	Category
Axe Peace	Youth Deodorant
Dove Invisible Dry Deodorant for Women	Female Deodorant
Dove Men+Care Invisible Dry Deodorant	Male Deodorant
Sunlight Tropical Laundry Bar	Laundry Bar
Sunlight 2in1 Tropical Washing Powder	Hand Wash
Knorr Brown Onion Soups	Soup
Ola Rich 'n Creamy	Ice Cream
Comfort Aromatherapy Concentrated Fabric Conditioner	Fabric Conditioner
OMO Auto Range	Auto Wash

Snowflake Cornflour was named Product of the Year 2015 in the Cooking Additives category, while Snowflake Treats Red and Blue Velvet Cupcakes came out on top in the Best Baking Product category.

The Product of the Year Innovation Awards is the country's largest consumer-voted programme that identifies and celebrates innovation in the consumer goods industry. Over 5000 South African consumers were asked to give their honest opinions on the products entered into the awards.

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