

Newsweek and BrandSpark International Announce 1st Annual Most Trusted by Pharmacists OTC Brands in America



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The *BrandSpark/Newsweek Most Trusted by Pharmacists Awards* were earned across 86 OTC product categories and based on a survey of 1,682 U.S. Pharmacists

NEW YORK, Sept. 7, 2022 /PRNewswire/ - Leading market research firm BrandSpark International today announced the inaugural winners of the *BrandSpark/Newsweek Most Trusted by Pharmacists Awards* ("BMTPA") for over-the-counter ("OTC") consumer product brands. The winners were selected based on the *BrandSpark American Pharmacists Trust Study*, a survey of 1,682 pharmacists currently practicing in the United States who gave their top-of-mind, unaided opinions on which brands they trust the most in 86 categories.

Americans turn to over-the-counter products to address a multitude of common health-related issues and many of these purchases are made with the help of pharmacists. They provide their opinions to consumers based on their deep knowledge of which brands they have seen to be most effective in delivering relief, treatment and care, and therefore trust the most. BrandSpark has made it easier for shoppers to navigate OTC brands by providing a 100% pharmacist-voted seal to look for when you want to know which OTC brands pharmacists trust the most.

BrandSpark researchers identified key OTC categories where trust is important to consumers, based on a review of the most common ailments consumers face and where pharmacists believe in the superiority of specific brands. Opinions of pharmacists were gathered and BrandSpark calculated which brands had the highest volume of unaided mentions. All respondents were confirmed to be currently practicing licensed pharmacists and standard research best practices were applied to ensure accuracy.

"When health is a factor, consumers actively seek the most effective and trusted products, which inspired us to expand our program to pharmacists, the premier OTC health experts. Our goal is to make healthcare professionals' opinions about the brands they most trust accessible to the everyday shopper", said Robert Levy, President of BrandSpark. "Shoppers already recognize our purple seal as a reputable and research-backed mark that helps them make better purchase decisions, and this value is amplified in OTC categories with a pharmacist-backed trust mark".

Professional opinions drive trust

The *BrandSpark American Shopper Study* ("BASS") found that OTC health consumers rely on the opinions of healthcare professionals more than any other driver of trust. Pharmacists' suggestions of the brands they trust are the second most influential factor after doctors' opinions according to the study and strongly influence shoppers' purchases across major OTC categories. The study showed that establishing consumer trust is crucial to promote brand purchase over competitive options. The BASS also revealed that the importance shoppers place on pricing and recommendations of other consumers when buying OTC products slightly weakened in the last year, while the importance they place on opinions from medical professionals and pharmacists has remained stable, which speaks to the longevity of the

impact of these opinions. The *BrandSpark/Newsweek Most Trusted by Pharmacists Awards* list of winning OTC brands meets this consumer need by providing an accessible and extensive overview of the OTC brands that pharmacists trust most.

4 Notable Winners from the 2022 *BrandSpark/Newsweek Most Trusted by Pharmacists Awards*:

- 1. Sensitivity toothpaste brand, Sensodyne, earned the highest trust share of any brand among pharmacists, at 72%.
- 2. Nature Made took home 5 awards, the most wins out of any brand in the survey, proving deep trust and authority in the supplement segment.
- 3. Coppertone led all brands in Sunscreen for Kids while Neutrogena was most trusted for Adult Sunscreen.
- 4. Consumer health & wellness company i-Health won in 3 categories: Probiotic Supplement (Culturelle), UTI Prevention (AZO), and Menopause Supplement (Estroven).

The *BrandSpark/Newsweek Most Trusted by Pharmacists Awards* 2022 winners are listed below (brands in a tie are presented in alphabetical order). See details at www.BrandSparkMostTrusted.com, and contact us for more information on any category.

COUGH, COLD, & ALLERGY	
CATEGORY	WINNER
Allergic Reaction Treatment (Adult)	Benadryl
Cold Medication	Vicks DayQuil / NyQuil
Cough, Cold, and Flu Combination	Vicks DayQuil / NyQuil
Cough Lozenge	Halls
Flu Medication	Theraflu
Liquid Cough Expectorant	Robitussin
Liquid Cough Suppressant (Dry Cough)	Delsym
Nasal Decongestant Spray	Afrin
Seasonal Allergy Relief (Adult)	Zyrtec
Sinus Rinse	NeilMed
Sore Throat Lozenge	Cepacol
Topical Cough Suppressant (Adult)	Vicks VapoRub

DIAGNOSTICS	
CATEGORY	WINNER
Blood Glucose Monitor	OneTouch
Blood Pressure Monitor	Omron
Digital Thermometer	Braun / Vicks (TIE)
Lancets	OneTouch Delica

EAR, EYE, & NOSE	
CATEGORY	WINNER
Contact Lens Solution	Bausch + Lomb
Ear Ringing Treatment (Tinnitus)	Lipo-Flavonoid
Earache Relief	Similasan
Eye Drops for Allergies	Pataday / Systane Zaditor (TIE)
Eye Drops for Dry Eyes	Refresh / Systane (TIE)
Eye Drops for Redness	Visine
Snoring Treatment	Breathe Right
Water-blocked Ear Treatment	Debrox

FAMILY PLANNING & WOMEN'S HEALTH	
CATEGORY	WINNER
Emergency Contraceptive Pill	Plan B One-Step
Menopause Supplement	Estroven
Ovulation Test	Clearblue
Pregnancy Testing	Clearblue / First Response (TIE)
Prenatal Vitamin	Nature Made
Yeast Infection Treatment	Monistat

FIRST AID	
CATEGORY	WINNER
Bandages	Band-Aid
Burn Treatment	Neosporin / Solarcaine (TIE)
Insect Bite/Sting Relief	After Bite / Benadryl (TIE)
Sunburn Relief	Solarcaine

GASTROINTESTINAL	
CATEGORY	WINNER
Diarrhea Relief	Imodium
Fiber Supplement	Metamucil
Gas Relief	Gas-X
Heartburn Relief (Antacid)	Tums
Hemorrhoid Relief	Preparation H
Lactose Digestive Aid	Lactaid
Laxative	Dulcolax / MiraLAX (TIE)
Nausea Treatment/Relief	Dramamine-N / Emetrol (TIE)
Stool Softener	Colace
Upset Stomach Relief	Pepto-Bismol

ORAL CARE	
CATEGORY	WINNER
Cold Sore Relief	Abreva
Denture Adhesive	Fixodent
Denture Cleanser	Polident
Dry Mouth Relief	Biotène
Oral Pain Relief	Orajel
Toothpaste for Sensitivity	Sensodyne

PAIN & INFLAMMATION	
CATEGORY	WINNER
Back Pain Relief	Aleve
Headache Relief	Excedrin / Tylenol (TIE)
Migraine Relief	Excedrin
Topical Pain Relief	Voltaren

PEDIATRICS	
CATEGORY	WINNER
Children's Allergic Reaction Treatment	Children's Benadryl
Children's Cold Medication	Children's Dimetapp
Children's Cough Medication	Children's Delsym
Children's Cough, Cold, and Flu	Children's Dimetapp / Mucinex Children's (TIE)
Multivitamin (Kids)	Flintstones
Children's Seasonal Allergies	Children's Claritin
Children's Topical Cough Suppressant	Vicks VapoRub
Colic Relief	Mylicon
Sunscreen (Kids)	Coppertone

SKIN	
CATEGORY	WINNER
Athlete's Foot Treatment	Lotrimin
Eczema Relief	Aveeno / Eucerin (TIE)
Scar Treatment	Mederma
Stretch Mark Treatment	Mederma
Sunscreen (Adult)	Neutrogena

SUPPLEMENTS	
CATEGORY	WINNER
Multivitamin (Adult)	Centrum
Calcium Supplement	Caltrate / Citracal / Nature Made / Os-Cal (TIE)
Eye Vitamin	PreserVision
Immune System Booster	Emergen-C
Iron Supplement	Feosol / Nature Made (TIE)
Joint Supplement	Osteo Bi-Flex
Magnesium Supplement	Nature Made
Memory Support Supplement	Prevagen
Omega-3 Supplement	Nature Made
Probiotic Supplement	Culturelle
Vitamin C Supplement	Nature Made
Vitamin D Supplement	Nature Made
Weight Loss Aid	Alli

OTHER	
CATEGORY	WINNER
Incontinence Products	Depend
Lice Treatment	Nix
Sleeping Aid	Unisom
Smoking Cessation	Nicorette
UTI Prevention	AZO

Newsweek and Pharmacy Today will be publishing the results from the *BrandSpark/Newsweek Most Trusted by Pharmacists Awards*, helping support winners by reaching consumers and pharmacists.

How winners are determined

1,682 pharmacists practicing in the United States determined the *BrandSpark/Newsweek Most Trusted by Pharmacists Awards* winners for 2022 through their unaided write-in citations, as if they were giving their suggestions in the pharmacy. The highest share of citations as Most



Trusted in the category determined the winner. If the margin of citation share between the leading brands did not exceed the estimate of sampling error at 90% statistical confidence, then a tie was declared.

About BrandSpark International and Best New Product Awards Inc.

Founded in 2001, BrandSpark International is a research and consulting firm that provides brands with the insights they need to understand the omnichannel shopper, refine their strategic brand positioning, build consumer trust, and improve the success of their new product launches. Best New Product Awards Inc. runs two research-backed, highly accredited awards programs: the BrandSpark Most Trusted Awards, in its 10th year of helping consumers shop smarter by determining which brands they trust most; and the Best New Product Awards, in their 15th year of recognizing and rewarding brands for R&D and product innovation.

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