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**SIX BEST NEW PRODUCT AWARDS PRESENTED AT EX·TRACTS®**  
***Worker B Rescue Putty Named “Best of Show”***

NEW YORK, NY, August 15, 2011...Six companies were presented with *EX·TRACTS*® Best New Product Awards today, with Worker B receiving “Best of Show” honors for its Worker B Rescue Putty. *EX·TRACTS*, one of 10 divisions presented semi-annually at the New York International Gift Fair® (NYIGF®), runs through Thursday, August 18, at New York City’s Jacob K. Javits Convention Center.

In addition to the “Best of Show” distinction, *EX·TRACTS* awards are presented semi-annually in five categories: Bath & Body; Beauty Accessory; Cosmetic & Fragrance; Natural/Organic; and Packaging. Winners and finalists in each category are selected by a panel of trade and consumer editors based on several criteria: innovative design; creative use of materials/construction; and use of new materials/technology.

The summer 2011 *EX·TRACTS*® Best New Product Awards winners and finalists, selected from 119 products, are:

**BEST OF SHOW**

**Worker B** (Minneapolis, MN) for Worker B Rescue Putty, a putty that stays where you put it for the ultimate in skin repair. The product is made with Olive Oil, Beeswax and Raw Honey from local beekeepers.

**BATH & BODY**

**Winner: European Soaps, LLC** (New York, NY) for Argan Bath Collection, a luxury bathing product created using one of nature’s most powerful anti-aging antioxidants, Argan Oil, which has been used for centuries as a beauty ritual by women in Morocco.

**Finalist: Poo~Pourri** (Addison, TX) for Slap Happy, Natural Aging and UV Protection hand cream

**Finalist: RICA bath & body** (Brooklyn, NY) for Soaking Stones

**BEAUTY ACCESSORY**

**Winner: Whats Hot! Inc.** (Woodbury, NY) for Slice Tweezers, perfectly aligned, hand-filed tips, wide comfortable grip for expert precision.

**Finalist: Creative Hair Care** (Long Island City, NY) for T Curve Thermal Brush

**Finalist: Worker B** (Minneapolis, MN) for The Propolizer

## **COSMETIC & FRAGRANCE**

**Winner: Votivo** (Spartanburg, SC) for Floure Collection, a soy veggie blend candle inspired by the youth movement of the 'Roaring 20's,' with five fragrances originating from classic scents of the early 1900's and a ceramic container reminiscent of the iconic flapper dress.

**Finalist: Lubin** (Paris, France) for Black Jade

**Finalist: Caldrea®** (Minneapolis, MN) for Crimson Pear Ginger Dish Soap Liquid

## **NATURAL/ORGANIC**

**Winner: B. Witching Bath Co.** (Hawthorne, NJ) for B. Witching Organic Shaving Jelly, a new 95% organic content – infused with organic aloe, cucumber, cranberry extracts, and kosher vegetable glycerin – The Shaving Jelly acts as a super-soothing and moisturizing protective gel, for a super close shave.

**Finalist: Kat Burki®** (Westport, CT) for Tete a Tete organic lotion: Patchouli & Moss

**Finalist: Soapwalla Inc.** (Brooklyn, NY) for Deodorant Cream

## **PACKAGING**

**Winner: ECOYA** (Beverly Hills, CA) for Decadence Range by Ecoya, a throw back to powerful women of the 1920's, made of 100% natural soy wax.

**Finalist: AQUIESSE®** (Simi Valley, CA) for Embers

**Finalist: Royal Apothic** (West Hollywood, CA) for English Winter Collection

“These *EX·TRACTS* participants were recognized for superlative product design and performance,” said Melissa Engongoro, *EX·TRACTS* Sales Manager.

The Best New Product Award judges were: Hillary Wehrle, *Beautiful.com*; Candice Sabatini, Editorial Director, *Beautynews NYC*; Patricia Norins, Publisher, *GIFT SHOP*; Meredith Schwartz, Business Editor, *Gifts & Decorative Accessories*; and Nancy Jeffries, Contributing Editor, *Happi Magazine*.

*EX·TRACTS* features 100 exhibitors of cosmetics, perfumes, skincare, bath & body care, beauty accessories, haircare, natural and organic products and well-being lines. The winter 2012 edition will take place Sunday, January 29, through Thursday, February 2, 2012, at New York City's Jacob K. Javits Convention Center. Information is available online at [www.extractsnyc.com](http://www.extractsnyc.com)

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*Product and award presentation photos available upon request.*