

Time-Saving Tips

The Best Time-Saving Products For 2008

(NAPSA)—In recognizing products that help make consumers' lives easier, *Quick & Simple* magazine presented the 2008 New Product Awards to 20 innovative and affordable products. Senior editors of the weekly women's magazine chose the winners based on their ease of use, time-saving qualities and value.

In order to qualify for the award, a product was required to meet the following criteria:

- Be innovative, clever and groundbreaking;
- Save women time and energy;
- Be easy to use, either with a streamlined design or function, or have multiple uses; and

- Be affordable to consumers.

This year's recipients include:

• **Look Fabulous for Less Award**—"Shine brightly, spend lightly" is the motto behind the hip and flattering BITTEN collection by Sarah Jessica Parker, sold exclusively at Steve & Barry's. Every coat, sweater, skirt, pair of pants and accessory sells for \$20 or less (www.bittensjp.com).

• **Live Healthier Award**—"Food Cures" (Rodale Publishing), written by "Today" show nutrition expert Joy Bauer (with Carol Svec), sorts through conflicting scientific studies to show how eating the right foods can help you feel better, look younger and live longer (www.rodale.com).

• **Keep Cool Award**—The Foogo by Thermos, a leakproof, insulated sippy cup that keeps drinks such as milk cold and spoil-free for up to 6 hours (www.thermos.com).

• **Score Perfect Jeans Award**—Lane Bryant scanned 13,500 women's bodies, crunched the numbers and discovered that plus sizes come in three shapes: moderately curvy, curvy and straight. Note your shape, along

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Good Housekeeping's **quick & simple** January 22 & 29, 2008

Bargain \$1.79

Food Network Star Sandra Lee "How I Overcame an Abusive Childhood"

[\$131,932 IN GIVEAWAYS!]

THE 3-HOUR DIET! Melodie Dropped 11 Dress Sizes!

Surprising Cures for Everyday Ailments

219 RECIPES & TIPS

YUMMY Made-for-Dunking Cookies

✓ Slash Your Food Bill
✓ Cut Utility Costs
✓ Score Amazing Discounts
✓ Look Gorgeous for Less

PLUS Time-Saving Products of the Year!

The Pillow That Ends Sleepless Nights

SALE!

New products can help save consumers time and money.

with your waist and hip measurements, and end up with a pair of Right Fit Jeans that go in and out exactly where they should (www.lanebryant.com).

• **Cook and Carry Award**—The Set 'n Forget 6-Quart Programmable Slow Cooker is not just a terrific meal maker; its ample handles and locking lid make it easy to transport from your kitchen to someone else's (www.hamiltonbeach.com).

• **Store Foods Better Award**—Beat freezer burn with the Reynolds Handi-Vac Vacuum Sealer. Place food in the zipper bag, then remove extra air with the handheld vacuum sealer. Packed with little moisture and air, frozen foods stay fresh longer (www.handi-vac.com).

For more information about the winning products, and a complete list of the 2008 *Quick & Simple* New Product Awards, visit www.quickandsimple.com/awards. For tips on dieting, health, home cooking, buying and saving, pick up a copy of *Quick & Simple* at a nearby newsstand.