



40,000 American Shoppers Voted Dial® Healthy Hydration as Most Innovative Product in the Body Wash category of 2025

DIAL® HEALTHY HYDRATION BODY WASH RECOGNIZED AS 2025 PRODUCT OF THE YEAR USA AWARD WINNER



Stamford, CT

For the fourth consecutive year, Dial® soap has been recognized as a winner of the prestigious [2025 Product of the Year USA Awards](#). Determined through a national study of 40,000 American shoppers in partnership with [Kantar](#), a global leader in consumer research, Product of the Year is the largest consumer-voted awards program centered around product innovation, and Dial Healthy Hydration is

awarded the highly acclaimed honor of the best product within the Body Wash category. For over 75 years, your trusted brand for body wash has delivered undeniable clean skin to help consumers feel confident and connected. The Dial® Soap brand's evolved positioning from "Dial Up Your Day" to "Undeniable, Close-Up Clean" in 2025 showcases a renewed dedication to delivering trusted innovations that provide deep cleansing while remaining gentle on the skin so that consumers are empowered to connect with confidence.

The new Dial® [Healthy Hydration Body Wash](#) offers a unique combination of deep cleansing and effective hydration. This innovative formula leaves skin feeling clean and soft after just one shower. Healthy Hydration Body Wash contains ingredients such as Shea Butter Extract, Coconut Milk, and Hyaluronic Acid. With 50% more moisturizing ingredients (compared to Dial® Spring Water Body Wash), Dial® Healthy Hydration supports the brand's commitment to helping consumers feel confident and connected, all while "Dialing Up" their clean with every wash. Additionally, Dial® is proud to be Dermatologist Tested, PH Balanced, Paraben-Free and approved as cruelty free under the Leaping Bunny program. With a fresh lineup of launches for both men and women, Dial® brand is ready to resonate deeply with consumers and redefine the way they connect.

Renowned as a globally established seal of approval, Product of the Year has operated for 17 years in the United States, and over 30 years globally, supporting shoppers as a trusted guide to the best new products on the market, both online and in-store. With the level of products on the market evolving rapidly, consumers often find themselves overwhelmed by the sheer variety and innovation available. The distinctive Product of the Year red seal serves as a beacon to help consumers cut through the masses of products on shelves to locate the best new products that demonstrate innovation in their function, design, packaging, or ingredients. The credential also serves as a valuable marketing tool for brands to build overall awareness and drive purchase interest within their respective spaces.

"In a highly crowded and dynamic marketplace, Product of the Year plays a crucial role in linking consumers with the latest innovative products across various industries including food, beverage, personal care, pet care, household, and more," said Mike Nolan, Global CEO of Product of the Year Management. "We're thrilled to celebrate Dial® Healthy Hydration as a 2025 Product of the Year Award Winner, voted on by 40,000 Americans for the unique value, quality, and innovation it brings to households nationwide."

"It is an honor to have Dial® Healthy Hydration endorsed by Product of the Year as a 2025 winner for the Body Wash category," said Allison Feldman, Vice President of Marketing at Henkel. "At Dial®, we're committed to delivering products that not only give an undeniable clean but are also empowering. We learned from consumer insights that our audience is looking for body wash that provides both a thorough clean and effective hydration. We're very proud of this new Healthy Hydration range that will make high-quality personal care products accessible to everyone. We are excited to utilize the widely recognized and credible Product of the Year seal within upcoming marketing and sales efforts to guide shoppers towards a choice that 40,000 real consumers have found reliable and innovative."

On February 6th, the complete list of 42 2025 Product of the Year Awards winners was revealed at the annual Product of the Year Awards Event held at Tribeca 360° in New York City. The celebration packed in a night full of entertainment, with Saturday Night Live alums, Rachel Dratch and Alex Moffat, hosting the show.

In tandem with the winner announcement, Dial® Healthy Hydration is currently featured in a shoppable article on PEOPLE Online created in partnership with Dotdash Meredith, the largest digital and print publisher in America. Ensemble IQ, a premier business intelligence resource with revered publications, including Path To Purchase, Progressive Grocer, Store Brands, Drug Store News and Convenience Store News has also published the news of the 2025 winners in their respective categories.

For further information about *Dial® Healthy Hydration*, visit DialSoap.com. Additional details on the full list of 2025 Product of the Year Winners, and a chance to win a selection of the winning products, can be found at productoftheyearusa.com, along with on [Instagram](#), [Facebook](#) and [X \(formerly Twitter\)](#) at #POYUSA2025.

About Dial® Soap

America's trusted brand for 75 years, Dial® delivers an undeniable close up clean for you and your family with products for Women, Men, and Kids. From bar soap, body wash, and hand soap, our products provide a wide variety of cleansing benefits for our consumers. See www.dialsoap.com for [full details](#).

About Henkel in North America

Henkel's portfolio of well-known brands in North America includes Schwarzkopf® hair care, Dial® soaps, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.6 billion US dollars (6 billion euros) in 2023, North America accounts for 28 percent of the company's global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com and on X, @Henkel_NA.

About Product of the Year:

Product of the Year is the largest consumer-voted award for product innovation. Established over 30 years ago, POY currently operates in over 40 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of 40,000 consumers in a national representative study conducted by research partner Kantar, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution, and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year logo in marketing communications for two years. For more information, visit productoftheyearusa.com.

About Kantar:

Kantar is the world's leading marketing data, insight and consultancy company. We know more about how people live, feel, shop, vote, watch and post worldwide than any other company. Working across the entire sales and marketing lifecycle, we help brands uncover growth in an extraordinary world. Kantar services over half of the Fortune 500 companies in 100 countries.

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