

# We won the 2017 Product of the Year award!



The consumers in Israel have awarded us with the prestigious Product of the Year award, which is awarded to the most innovative and qualitative products in Israel.

For more than 30 years and all over the world, Product of the Year rewards innovation of products and services in various segments and categories giving tribute to the best of them.

#### Who vote for the winners?

On the first stage an Ethic Committee headed by Professor Jacob Hornic from the Tel Aviv University has examined the nominees to decide who are innovative enough to go through to the next stage – the consumers' vote.

On the second stage – the winners are voted by the members of the public through the largest consumers research of its kind ever held in Israel and conducted by Kantar Media. In this research more than 2,000 people have rated our products in 3 parameters: Attractiveness, Innovation & Satisfaction and decided that our product is the new best product in its category.

We can be proud that the Israeli consumers chose to award us as Product of the Year!

#### MAGNOX LINE

won the Product of the Year award in the Unique patented Magnesium Molecule category

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