

# The Relief Products Receives Highest Honor Set by Women for Outstanding Customer Experience

*Recognized with the Women's Choice Award® for 2017 as America's Most Recommended Pink Eye Relief*

RENO, NEVADA, UNITED STATES, February 23, 2017 /EINPresswire.com/ -- Reno, NV – February 15, 2017- As the trusted referral source for women, the Women's Choice Award is delighted to honor [The Relief Products](#) for earning the 2017 Women's Choice Award® based on a national survey that was distributed to tens of thousands of women across America who were asked to select the brands that they would highly recommend to their family and friends.



TRP received excellent survey scores, including the vast majority of customers rating the experience and overall quality of TRP as 'extremely satisfied'.

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We thank you for recognizing TRP Company as the only homeopathic company to win the Women's Choice Award, and voting for us over all others three times!”

*Susan Hanson, COO; TRP Company*

“The Women's Choice Award's mission is to simplify her life by recognizing brands tried, tested, and highly recommended by women. Making it easy to buy with confidence.” said Delia Passi, CEO and Founder. “By carrying the Women's Choice Award seal, brands like TRP signify their commitment to empower women to make smart buying choices.”

“The Relief Products is honored to have received the Women's Choice Awards for [PinkEye Relief](#), [Stye Relief](#), and [Ring Relief](#). This represents an unprecedented level of customer commitment and loyalty. We thank you for recognizing TRP Company as the only homeopathic company

to win the Women's Choice Award, and voting for us over all others three times! Your support motivates us to continue to bring safe and effective products to market, helping you Stay Healthy, Naturally.”

~Susan Hanson, COO; The Relief Products

Women have remarkable spending power and its continually growing. They currently control the majority of the purchasing decisions for consumer goods in America. Women are also likely to

influence or manage big ticket purchases as well as everyday purchases, according to a Nielsen Report. That, together with a Forbes article stating that word of mouth has been shown to improve marketing effectiveness by 54%, reveals the significance of being a highly recommended brand by women.

Passi commented on how the Women's Choice Award serves as a competitive differentiator in today's cluttered marketplace by explaining,

"When a woman is willing to recommend a brand or service to others, it means that business has earned her loyalty. Those are the businesses we wish to recognize for meeting the needs and preferences of their female customers, who are the toughest customer."

All of us at The Relief Products recognize how hard women work to keep their families healthy. The last thing a Mother, Aunt, Grandmother, or anyone wants is for their loved ones to be sick. Our PinkEye Relief was formulated with this in mind. PinkEye Relief is a wonderful accompaniment to your doctor's care to help combat the awful symptoms of pink eye, such as: inflammation, redness, swelling, burning, watering, grittiness, and overnight crusting. PinkEye Relief is the perfect way to help your family Stay Healthy, Naturally™.

"We are pleased to salute TRP for their focus on excellence, a commitment that is recognized by women consumers nationwide," said Passi.

## ABOUT THE RELIEF PRODUCTS

The Relief Products was founded in 1986, and provides a wide array of homeopathic remedies to the chronic irritants of daily living. For over 30 years, The Relief Products has been providing top quality products supported by outstanding customer service. With the three Women's Choice Awards, Ring Relief®, Stye Relief®, and PinkEye Relief®, The Relief Products are officially recognized as the preferred products to address Tinnitus, Styes, and Pink Eye.

With over 23 products, The Relief Products is consistently raising the bar for homeopathic remedies in the market. Our products cover a variety of categories which include, Eye Care, Ear Care, Digestives, Pain Management, Smoking Cessation, Diet and Nutrition, and Cold and Cough. All of The Relief Products are Registered with the FDA, manufactured in accordance with the strict FDA guidelines and



follow Certified Good Manufacturing Practices (CGMP).

The Relief Products continues to strive for the highest quality of excellence in products designed to help you Stay Healthy, Naturally.

#### ABOUT THE WOMEN'S CHOICE AWARD®

The Women's Choice Award sets the standard for helping women to make smarter purchasing choices. The company and its awards identify the brands, products and services that are most recommended and trusted by women. Additionally, they recognize those that deliver a recommendation-worthy customer experience. Awards are based on surveys of thousands of women, as well as research conducted in partnership with the Wharton School of the University of Pennsylvania. As the trusted referral source for women, WomenCertified Inc., home of the Women's Choice Award, created the first national award based on the ratings and preferences of women. Women can visit the official website at [www.WomensChoiceAward.com](http://www.WomensChoiceAward.com) to learn more.

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