



## **Jeremy Edwards and Jenny Frost are top winners at the Radox Shower Smoothies Awards**

**Dancing on Ice Star and Ex-Atomic Kitten singer beat off stiff competition from  
rivals Steve Jones and Alesha Dixon**

LONDON, Tuesday, 21<sup>st</sup> April 2009: After weeks of intense speculation, top celebrities **Jeremy Edwards** and **Jenny Frost** have been voted Smoothest Male and Fruitiest Female at the Radox Shower Smoothies Awards.



Jenny Frost and Jeremy Edwards collect their awards

**Tara Palmer-Tomkinson** presented both nominees with their trophies at Shoreditch House, bringing the red-carpet awards season to a close. The red-carpet event became a double celebration for Radox after winning Product of the Year\* for Radox Shower Smoothies.



Tara Palmer-Tomkinson hosted the 2009 Radox Smoothie Awards



Jeremy Edwards, the ice-skating whiz who came 10<sup>th</sup> in ITV's figure skating show 'Dancing on Ice', scooped the top honour ahead of James Cordon, Steve Jones and Rupert Penry Jones. Jenny Frost, formerly of chart-topping girl-band Atomic Kitten, beat fellow singers Alesha Dixon and Rachel Stevens to win Fruitiest Female, receiving acclaim for her red carpet-style and successfully balancing work with motherhood.

After an exciting debate between the panel of judges, both Jenny and Jeremy were selected as the best contenders in their categories. Other winners were Richard Madeley for Oldest Smoothie, proving that his charisma is ageless and Alexa Chung as Fruitiest Party Girl.

Over 30 celebrities were shortlisted in eight different categories, which included Smoothest TV kiss, Smoothest Couple and Fruitiest Girl Band.



Jesse Metcalfe and Danielle Lloyd arrive at the awards



The boys from Blue enjoyed their night



On winning the award, Jeremy Edwards said, "I'm absolutely delighted to win the Smoothest Male at the Radox Shower Smoothies Awards. There was such a strong list of contenders and I'm flattered to have been chosen. Entertaining the public takes a lot of hard work, but I love it and couldn't possibly do it without the support of my fans."

Jenny Frost states, "I'm really honoured to have been chosen as the UK's Fruitiest Female. When I came to the Radox Shower Smoothies Awards, I didn't expect to win so it's was such a surprise when Tara Palmer-Tomkinson called my name out. As a mother, it's really important that you maintain a zest for life and I'm touched that the panel of judges thought me deserving of this award."

Margaret Jobling, Marketing Director of Sara Lee said, "Jeremy Edwards and Jenny Frost obviously have a great fan base from their work. The Radox Shower Smoothies Awards is our tribute to them and others who continue to entertain the public with their charm and positive personalities".

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\*Product of the Year is the UK's largest independent survey into product innovation with over 12,000 consumers voting in a survey conducted by TNS.