



## New Palmolive Spring Sensations

### Imagery-Driven Fragrance Products Are Everywhere These Days ... Including The Kitchen Sink!

**New York, NEW YORK, October 12, 1999** - Taking a clue from the explosive success of new age, scent-driven personal care products, Colgate-Palmolive is making the mundane more magical with the introduction of dishwashing liquids with fragrances designed for both body and soul and spaghetti and meatballs!

New Palmolive Spring Sensations is the first product in the dish cleaning category to introduce imagery-driven fragrances to make washing the dishes a more pleasant experience. With three bright new dish liquid colors, creative label photography, color coordinated cap-tips, unique fragrances and a highly efficacious Palmolive formula, Palmolive Spring Sensations provide a refreshing new alternative to consumers who are attracted to scent-driven home and personal care products.

The fragrances created for Palmolive Spring Sensations are designed to have broad appeal with fresh, clean scents which consumers can associate with the spring season. Spring Blossom has a light, fresh floral fragrance in a vibrant pink color; Ocean Breeze has a cool, clean scent in a crisp, teal blue color; and Botanical Blend has the fresh, natural fragrance of nature's botanicals in a brilliant purple color.

"We saw the great potential of carrying over the use of fragrance from personal products to household products," says Tarek Hallaba, Vice President of U.S. Marketing for Colgate-Palmolive. "With the first dish liquid to incorporate the idea of imagery-driven fragrances, we hope we will make the chore of cleaning dishes more pleasurable."

As today's consumers contend with busier lifestyles and more stress, there has been an increased focus on the home for enjoyment and relaxation. Scent-driven home and personal care products have begun to fill that need, wafting their way into candles, potpourri, air fresheners, body washes, shampoos, bath salts and soaps. As a result, the home fragrance market has exploded into a \$1.4 billion category - up 43 percent since 1992 (Source: Packaged Facts US Home Fragrance Market Study, May 1997.) And, scent and image-driven personal products have moved from the specialty stores to the mass outlets.

Palmolive Spring Sensations, available in 13 oz and 25 oz sizes, began shipping nationwide to food, drug, and mass merchandisers on September 7, 1999. The 13 oz size will have a retail average selling price of about \$1.49 and the 25 oz size will retail for about \$2.49.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Surface Care, Fabric Care and Pet Nutrition. In the U.S., Colgate sells its quality products under such nationally recognized brand names as Colgate, Palmolive, Mennen, Ajax, Irish Spring, Softsoap, Murphy Oil Soap, Ultra Brite and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.