



## **New Irish Spring® Vitamins Introduces Healthy Skin Benefits To A Well-Known Brand**

### **Provides A Daily Regimen for Healthy-Feeling Skin**

**NEW YORK (Feb.15, 2002)** - Colgate-Palmolive is pairing healthy skin benefits with a well-known brand with new Irish Spring® Vitamins deodorant soap, a daily regimen for healthy-feeling skin. Irish Spring Vitamins contains Pro-Vitamin E, an anti-oxidant that helps protect the skin against environmental stresses. It is a rich lathering soap with a great invigorating scent and deodorant protection.

"Men's lifestyles are rough on skin," says Sheila Hopkins, Vice President & General Manager, U.S. Personal Care for Colgate-Palmolive. "Exercise, smoke, pollution and sunlight all can cause skin damage, including the loss of essential vitamins for healthy skin. This skin damage can result in dryness, wrinkles and premature aging."

New Irish Spring Vitamins is the latest addition to the Irish Spring portfolio, which includes Irish Spring Original, Irish Spring Fresh, Irish Spring Sport® and Irish Spring Aloe. Like all Irish Spring variants, Irish Spring Vitamins has an appealing fresh clean scent.

Irish Spring Vitamins began arriving at food, drug and mass merchandisers on December 27, 2001. The product is available in a 2.5 oz. trial size and a 4.0 oz. bar in 3-, 6-, 8- and 12-bar packs with retail average selling prices of \$1.99, \$3.89, \$4.99 and \$5.89, respectively. The product will be priced parity to other Irish Spring variants.

Irish Spring Vitamins will be launched with a support plan that includes television and print advertising, public relations, event sponsorship, targeted sampling, newspaper coupons, Internet programs, in-store displays and demos. New advertising from Young & Rubicam begins in March 2002.

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. For more information about Colgate-Palmolive and its products, visit the company's web site at [www.Colgate.com](http://www.Colgate.com).