



Introducing Softsoap® Brand Nutri Serums Body Wash – The First Body Wash with Softening Serum Pearl Technology

Softsoap®BRAND Continues to Offer Innovative Skin Care as an Affordable Luxury

NEW YORK, NEW YORK (AUGUST 11, 2009) - Looking for luxurious skin care without breaking the bank? Colgate-Palmolive proudly introduces a beauty breakthrough - Softsoap®BRAND Nutri Serums body wash, the first body wash to be infused with nutrient rich Softening Serum Pearls.

Inspired by high-end beauty products containing uniquely applied, rich beauty complexes known as 'serums', new Softsoap®BRAND Nutri Serums body wash with Softening Serum Pearls offers luxurious skin care at an affordable price. Available in two variants, 'Restoring with Vitamin E' and 'Moisture Retaining with Omegas 3 & 6', these freshly scented formulas deliver essential nutrients, hydrators and the magic of serums directly to your skin.

"The introduction of our Nutri Serums line marks a true milestone for the body wash category," said Philip Durocher, General Manager, Personal Care, Colgate-Palmolive. "Softsoap®BRAND Nutri Serums body wash has a completely unique look and feel, unlike any other, and its innovative softening serum pearl technology allows consumers to achieve soft healthy-looking skin every day."

Softsoap®BRAND Nutri Serums body wash with Softening Serum Pearls wows your skin with vitamin E, an antioxidant and skin nourishing ingredient, and omegas 3 & 6. Through its rich fragrant lather, the serum pearls gently nourish skin, rinse off clean and invigorate your senses.

"Softsoap®BRAND Nutri Serums body wash contains luxurious ingredients to nourish skin beyond surface softness", said Rekha Rao, Marketing Director, Personal Care, Colgate-Palmolive. "Now consumers can treat their skin to the latest, best kept skin care secret with Softsoap®BRAND Nutri Serums body wash - the best part is their wallets won't suspect a thing."

New Softsoap®BRAND Nutri Serums body wash is now available at mass retail and grocery stores nationwide. Suggested retail price is \$3.50 (Mass), \$4.50 (Food/Drug) for a 15 oz. bottle.

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About Colgate-Palmolive

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® BRAND, Murphy® Oil Soap, and Ultra Brite®, 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.