



## Colgate-Palmolive Introduces New Softsoap Vitamins Body Wash And Liquid Hand Soap

### Water-activated formula provides fast-acting, long-lasting Vitamin E replenishment for younger, healthier looking skin

**NEW YORK (April 25, 2001)** - Responding to consumers' desire for younger, healthier looking skin, Colgate-Palmolive is introducing new Softsoap® Vitamins body wash and liquid hand soap. The water-activated formula of Softsoap Vitamins delivers pure Vitamin E to immediately replenish the skin's supply. It also delivers Pro-Vitamin E that is converted into Vitamin E by the skin's own enzymes, replenishing the skin for up to 15 hours after using the body wash, and for up to five hours after using the liquid hand soap.

Skin care is extremely important to women. Research shows that 67 percent of women believe that great-looking skin is the most important part of their appearance <sup>(1)</sup>. But the fact is, certain environmental elements damage skin. Ultraviolet sunlight, gas emissions and other environmental strains can damage molecules in the delicate upper layer of the skin. This leads to the release of free radicals <sup>(2)</sup>, which ultimately speed up the aging process by damaging skin cells and breaking down the long chain fats that give the skin elasticity.

"Topical Vitamin E is important in skin care to soothe and soften dry skin from harsh soaps and cleansers," says Zoe Diana Draelos, MD, practicing dermatologist in High Point, North Carolina, and Clinical Associate Professor of Dermatology, Wake Forest University School of Medicine in Winston Salem, North Carolina. "As a result, the skin functions better and feels smoother."

"Most patients are unaware that sun exposure destroys Vitamin E in the skin," says Dr. Draelos. "In fact, after only 30 minutes of exposure to midday sun, the amount of Vitamin E in the skin decreases by up to 50 percent <sup>(3)</sup>."

The water-activated formula of Softsoap Vitamins delivers pure Vitamin E to immediately replenish the skin's supply. It also delivers Pro-Vitamin E that converts into Vitamin E, replenishing the skin long after you stop washing. No other body cleansing product on the market today has this unique dual active vitamin delivery system.

"Softsoap Vitamins utilizes a revolutionary technology (patents pending) to deliver high levels of Vitamin E to the skin," says Thomas Polefka, Ph.D., Associate Director, Advanced Technology Skin Research, Colgate-Palmolive. "The key element to this new technology is the way in which it uses water to deliver the vitamins to the skin. When you add water to the product and lather up, the Vitamin E is released from the formula and is deposited on your skin. This happens because Vitamin E is more attracted to your skin than it is to water. So when the Vitamin E is combined with water, the Vitamin E wants to get away from the water and uses your skin as its safe haven."

For the hands specifically, Colgate-Palmolive is introducing new Softsoap Vitamins liquid hand soap. Women say hands are the first part of the body to show aging, and it makes sense. Hands are exposed to more environmental stresses - UV rays, bacteria, chemicals, pollution -- than any other body part. Frequent hand washing can also add to the stress on skin and 81 percent of consumers say they wash their hands at least five times per day <sup>(4)</sup>.

Softsoap Vitamins body wash will be available in 12 oz., 18 oz. and 24 oz. sizes and priced parity to current Softsoap body wash at \$3.99, \$4.99 and \$5.99, respectively. It will be available in Original and Sensitive Skin variants.

Softsoap Vitamins liquid hand soap will be priced parity to current Softsoap antibacterial hand soap and available in 7.5 oz. pump for \$1.65 as well as in 15 oz. refill, 40 oz. refill and 64 oz. refill sizes for \$2.47, \$3.70 and \$5.67, respectively.

Softsoap Vitamins body wash and liquid hand soap products are slated to start arriving at food, drug and mass merchandisers nationwide on June 15, 2001. New advertising from Young & Rubicam begins in August 2001.

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.ColgatePalmolive.com](http://www.ColgatePalmolive.com).

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Footnotes:

(1) CP Consumer Study on file.

(2) A free radical is an atom missing one electron in the outer orbital shell causing the atom to carry a negative (-) electrical charge. Where two electrons should be present to ensure the atom's stability, only one exists, creating instability and making this atom highly reactive with other atoms or molecules in its vicinity.

(3) CP clinical study on file.

(4) CP Consumer Study on File.