

## Mennen Introduces Speed Stick Gel

### Breakthrough Formula And State-Of-The-Art Packaging Designed Specially For Men

**New York, NEW YORK, March 4, 1996** -- The Colgate-Palmolive Company today announced the introduction of Mennen Speed Stick gel anti-perspirant and deodorant, a new advanced formula with a state-of-the-art package custom-designed for a man. The new product combines superior protection with easy application. Colgate has capitalized on the opportunity to develop a better gel product and created a formula specifically for men that is clinically proven to be more effective at controlling wetness than other gels.<sup>1</sup> Unlike some of the other recent gel entries, powerful Speed Stick gel is specially formulated to dry fast without stickiness. It delivers strong wetness protection without leaving white clumps or flakes for the clean, fresh look and feel men want. Speed Stick gel will be available in four contemporary, masculine scents including Fresh and Aqua Sport, created for the younger consumer, as well as Cool Classic and Alpine Blue. The packaging design of new Speed Stick gel uses cutting-edge technology to solve the main problem of gel users -- over dosing -- which can result in messy application. The revolutionary Controlled Applicator System is custom-designed to enhance the comfort and ease of anti-perspirant/ deodorant application for men. The easy-to-grip dial on new Speed Stick gel dispenses just the right amount of product from the grid top in "clicks" for smooth, even product distribution. Barrel, dial and applicator were all created with consumer input, ergonomically crafted for comfort. This new packaging is designed to provide greater control with less mess. Clear segment volume now represents a significant 14% share of the market and gels account for more than 80% of new business in the six months ending 1/96 vs. year ago.<sup>2</sup> While sticks continue to be the dominant anti-perspirant/deodorant form, gels are growing fast, helping to drive overall category growth. Gels have a faster use-up rate, resulting in faster turns on shelf. For the retailer, the gels' higher retail prices and faster turns translate into higher profits for the already profitable Speed Stick line. Within the men's stick segment, Speed Stick is the #1 brand overall.<sup>3</sup> Speed Stick gel will begin shipping nationwide on March 18, 1996. It will be parity sized (3.0 oz.) and priced with other leading gels. Advertising support for Speed Stick will increase significantly in 1996. There will be continued focus on sports-oriented programming and a new campaign to back the new gels. Colgate-Palmolive is a leading global consumer products company, focusing on the core businesses of Oral Care, Personal Care, Household Surface Care, Fabric Care and Pet Dietary Care. Colgate markets its products in 194 countries and territories under such strong brand names as Colgate, Palmolive, Mennen, Softsoap and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.

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<sup>1</sup> Independent clinical testing

<sup>2</sup> Source: A.C. Nielsen Co 3 Outlet Equal Volume Share

<sup>3</sup> Source: A.C. Nielsen 3 Outlet EQ Volume Share, 1995