



Softsoap® Brand Gentle Antibacterial Body Wash With Moisture Beads

Introducing New Softsoap® Brand Gentle Antibacterial Body Wash With Moisture Beads

New York, NEW YORK, April 17, 1996 -- The Colgate-Palmolive Co. is making a splash in the body wash aisle with the introduction of new Softsoap brand gentle antibacterial body wash with moisture beads. Just one look at Softsoap body wash tells you that this product is really different. Its translucent, aqua-colored formula has visible beads floating inside which break on contact with the skin. The formula gives just the right amount of moisturizing.

The gentle antibacterial formula and great fresh clean fragrance also help to give the whole family a thoroughly clean feeling. The braided body sponge applicator, patented easy-grip bottle and special cap (designed not to drip, even when stored upside down) make the product truly unique.

The hand and bath soap category continues to grow, with body washes driving that growth (body wash volume was up 206% in 1995) -- continuing to attract new buyers.

Softsoap brand gentle antibacterial body wash with moisture beads began shipping to food, drug and mass merchandisers on April 15, 1996. It is available in the following sizes: 6 oz. starter kit with body sponge, 12 oz. and 18 oz. sizes.

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 global brand names as Colgate, Palmolive, Mennen, Softsoap and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.