



Colgate-Palmolive Brings Experiential Fragrances And Sensorial Benefit To The Mass Market Dish Category

Introducing New Palmolive® Aromatherapy Dish Liquids

NEW YORK (July 3, 2002) - Capitalizing on the growing demand for aromatherapy cleaning products, Colgate-Palmolive is introducing Palmolive® Aromatherapy Dish Liquids - bringing aromatherapy fragrances and sensorial benefits to the mass market.

The new Palmolive® Aromatherapy Dish Liquids contain aromatic scents that awaken the senses as consumers wash their dishes. Palmolive® Aromatherapy's thick, rich formula cuts through even the toughest grease, leaving dishes sparkling clean. The soothing purple Anti-Stress formula contains essences of Lavender and Ylang Ylang, believed to have relaxing and calming qualities. The vibrant green Energy variant has essences of Mandarin and Green Tea, which are thought to be revitalizing and stimulating.

New high-end cleaning products featuring aromatic scents and modern packaging are a hot new trend in specialty retail and non-traditional outlets. Consumers are spending up to \$10 for these premium products.

"New Palmolive® Aromatherapy will expand this concept into the mass market giving consumers the aromatic fragrances they desire at a popular price," said Peter Ryan, Vice President and General Manager for U.S. Household Surface Care. "We are truly delivering the ultimate sensorial experience to consumers who want to indulge themselves while they are doing the dishes."

Palmolive® Aromatherapy, available in 13-ounce and 25-ounce sizes, begins shipping nationwide to food, drug, and mass merchandisers on October 15, 2002 and will be on shelves later that month. The 13-ounce size will have a retail average selling price of \$1.49 and the 25-ounce size will retail for \$2.49.

Strong General Market, Hispanic and African-American consumer support is planned, including television advertising, scent cards, trial coupons, special events and in-store promotions. New advertising from Young and Rubicam featuring new Palmolive spokesperson character Maggie Ross begins in January 2003.

Palmolive® continues to lead dish category innovation. It started the "Sensorial Revolution" in 1999 by introducing Palmolive® Spring Sensations® with unique imagery-driven fragrances. Sensorials continue to be the fastest-growing segment in dish liquids.⁽¹⁾

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.

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⁽¹⁾ A.C. Nielsen Company, Food Plus Mass Dollar Share, YTD May 2002.