



Colgate Introduces New Lady Speed Stick Gel

Gels Are Driving Category Growth And Sales

New York, NEW YORK, February 6, 1998 -- The Colgate-Palmolive Company announced today the introduction of new Lady Speed Stick gel anti-perspirant/deodorant with a special formula that provides no-white-residue protection that's clean and fresh.

The female anti-perspirant/deodorant segment continues to grow, driven by clear and no white residue products. Within this segment, gels are the fastest growing form, increasing by 20% vs. a year ago. In fact, product form is the most important decision consumers make when purchasing an anti-perspirant/deodorant. And, it is anticipated that gels will soon surpass aerosols as the second most popular form after solids. Also, the good news for retailers is that gels are premium priced to solids, so they can grow category sales dollars as well as volume.

New Lady Speed Stick gel glides on clean and fresh and delivers the no white residue benefit that women desire in an anti-perspirant/deodorant. It not only looks and feels great, but it also helps keep women feeling clean, fresh and dry all day long.

"New products like gels are driving category growth and sales. Lady Speed Stick gel builds on the success we've had with Speed Stick gel for men," says Sheila Hopkins, Vice President and General Manager of U.S. Personal Care at Colgate-Palmolive. "Consumers can now choose a Lady Speed Stick product with the benefit they want and in the form they prefer. Lady Speed Stick Gel has all the benefits women want -- it goes on clear, and feels light and fresh. And, no other gel keeps women drier."

Lady Speed Stick gel is available in a 2.25 oz. size in Powder Fresh, Shower Fresh, and Unscented variants. The product comes in new, contemporary, clear packaging that's sure to catch the consumer's eye. This clear packaging also allows consumers to see how much product is left so they'll know when to buy more. Heavy national promotional support to attract consumers and drive volume will include new advertising developed by Young & Rubicam, high value coupons, Try Me Free Refund offers, and targeted sampling. Lady Speed Stick gel will be priced premium to Lady Speed Stick base and competitive to other female gels on the market. It begins shipping nationwide to food, drug, and mass merchandisers on March 2, 1998.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household 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, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.