



Announcing New Speed Stick Clear Stick Anti-Perspirant Colgate®

New Clear Stick Provides Clear Protection That Goes On Dry And Keeps You Dry

New York, NEW YORK, October 29 1999 - Colgate-Palmolive has introduced new Speed Stick Clear Stick anti-perspirant. It has a breakthrough formula that is clear so there are no messy white flakes left behind, feels less wet and sticky upon application than other clear products and gives men long-lasting protection against sweat and odor.

In response to the demand for an anti-perspirant that eliminates white flakes and has a dry, smooth application, Colgate has created Speed Stick Clear Stick anti-perspirant. After a decade of research and development, Speed Stick Clear Stick anti-perspirant is the only clear stick anti-perspirant containing silicone-the drying/gliding agent used in white sticks that gives them a dry, smooth application.

"Unlike traditional white sticks that can leave white flakes and gels that can be wet and sticky, new Speed Stick Clear Stick anti-perspirant goes on dry and it keeps you dry all day," says Sheila Hopkins, Vice President and General Manager of U.S. Personal Care for Colgate-Palmolive.

New Speed Stick Clear Stick anti-perspirant is the latest addition to the Speed Stick portfolio, which includes Speed Stick Ultimate anti-perspirant, Speed Stick Ultimate deodorant, Speed Stick gel, original Speed Stick anti-perspirant and original Speed Stick deodorant.

Speed Stick Clear Stick anti-perspirant is available in a 2.0 oz size. It began shipping in August 1999 to food, drug and mass merchandisers. It is available in three contemporary scents: Ocean Surf, Active Fresh and Aqua Sport.

Approximately \$25 million will be spent in the first year to market Speed Stick Clear Stick anti-perspirant. Support includes exciting premium in-store displays, introductory high-value Free Standing Inserts and targeted television and print advertising to be produced by Young & Rubicam and Siboney advertising agencies.

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.