



Introducing New Colgate® Actibrush® Bzzz™ for Kids Battery Powered Toothbrush

Colgate Combines the Success of Colgate® Actibrush® with its Strength in the Kids Toothbrush Market

NEW YORK (Jan. 11, 2001) - Colgate-Palmolive is combining the proven success of its Colgate® Actibrush® battery-powered toothbrush with its #1 position in the kids toothbrush market⁽¹⁾. Introducing new Colgate® Actibrush® Bzzz™ for Kids. This battery-powered toothbrush is designed to deliver a superior clean⁽²⁾ and make brushing fun for kids ages 8 to 12.

The Colgate Actibrush Bzzz toothbrush provides the same great clean as the adult version with the added benefit of extra soft bristles that are gentle on kids' gums. Colgate Actibrush Bzzz comes in four fun designs - two for girls and two for boys - selected by kids themselves. Replacement Packs offer color refill brushes to coordinate with all designs. Colgate Actibrush Bzzz also comes with two Energizer®* batteries for added consumer value as well as a replacement guarantee for quality assurance. The packaging also has an anti-theft device for retailers.

"Kids will love it and will want to brush longer," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "Parents will love it because their kids will want to brush."

The powered segment is driving category growth⁽³⁾ and the powered category is driving category dollars to new highs in 2000⁽⁴⁾. Colgate Actibrush, which was introduced in May 2000, is hot with a 7.2 dollar share just six months after launch⁽⁵⁾. The success has been attributed to a few key factors. Colgate Actibrush delivers a superior clean versus an ordinary manual toothbrush, it has an affordable price point at \$19.99, and the fact that it's battery-powered makes it portable and convenient. The Colgate Actibrush Bzzz toothbrush will also trade consumers up from the manual segment, grow category dollars, and deliver big dollar ring and penny profit to the retail trade.

Kids age 8-12 are emulating adults more than before, representing a key opportunity for Colgate Actibrush sales. Kids want a Colgate Actibrush designed just for them and parents also believe Colgate Actibrush Bzzz is the perfect toothbrush for their children. Consumer research shows that 90% of Moms believe that it is superior to their kids' current brush. And, 92% believe their child will be more likely to brush with this product. In fact, parents are willing to spend more on a toothbrush that will encourage their children to brush and provide a superior clean⁽⁶⁾.

Colgate Actibrush Bzzz and Replacement Packs (containing two replacement brushes) began arriving at food, drug and mass merchandisers nationwide on December 29, 2000. They are placed in the manual toothbrush section, next to the Adult Colgate Actibrush. Colgate Actibrush Bzzz is parity priced to the Adult Colgate Actibrush with a suggested retail price of \$19.99. The Replacement Packs sell for \$9.99. Colgate Actibrush Bzzz will participate in FSIs with high value refund offers on both Adult and Kids Colgate Actibrush and in mixed displays.

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.ColgatePalmolive.com.

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Footnotes:

(1) A.C. Nielsen, manual dollar share, period ending 7/29/00.

(2) to an ordinary, manual toothbrush.

* Energizer is a trademark of Eveready Battery Company, Inc.

(3) A.C. Nielsen, FDM dollars, period ending 8/26/00.

(4) A.C. Nielsen, powered category dollars through 7/29/00.

(5) A.C. Nielsen, FDM dollar share, period ending 10/28/00.

(6) US Concept Product Test.