



Softsoap® brand antibacterial soap Aquarium Series™

New Softsoap® Brand Aquarium™ Series Brings Enchanting Designs From The Sea To Life

New York, NEW YORK, October 18, 1995 - The Colgate-Palmolive Company is introducing the Softsoap® brand Aquarium¹ Series, 3-dimensional bottle designs which bring enchanting scenes from the sea -- to life. The two designer bottles feature either fish or dolphins "swimming" in a sea of Softsoap® brand liquid soap.

The Softsoap® brand Aquarium™ Series is available in two different designs, each containing dermatologist-tested Softsoap® Antibacterial Soap for Sensitive Skin, a hypoallergenic formula which provides strong antibacterial protection, yet is gentle enough for the whole family.

"The Aquarium™ Series designs appeal to all ages," says Susan Verstegen, Marketing Director at Colgate-Palmolive. "They're a great way to brighten any room and get antibacterial protection for sensitive skin, at no added cost."

The Softsoap® brand Aquarium™ Series began shipping in 7.5 oz. pumps to food, drug and mass merchandisers nationwide on October 2, 1995.

Softsoap® brand is America's #1 liquid soap. It introduced the first liquid soap more than a decade ago, and continued with such innovative liquid soap firsts as Antibacterial with Extra Moisturizers, Antibacterial for Sensitive Skin and Kitchen Softsoap®, a product specially formulated for use in the kitchen. Colgate-Palmolive is the #1 liquid soap manufacturer in the world.

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.