

Colgate-Palmolive Launches Lady Speed Stick Clean Glide

Revolutionary new anti-perspirant/deodorant combines the dry protection of a stick with the clarity of a gel.

NEW YORK (Jan.9, 2002) - All anti-perspirant/deodorant brands face the same challenge. The active ingredients that make anti-perspirants work are white, so how do you develop an anti-perspirant that has the dry protection of a stick but goes on clear like a gel? Colgate-Palmolive has found the solution: Lady Speed Stick Clean Glide!

Lady Speed Stick Clean Glide is a new kind of anti-perspirant/deodorant stick that combines the dry protection of a stick with the clarity of a gel. With its unique translucent ingredients, Lady Speed Stick Clean Glide looks like an ordinary white stick but goes on dry and clear, giving women strong wetness and odor protection all day long.

"No Residue" is the #1 unmet female anti-perspirant/deodorant need. With their current products, many women say they experience some residue on clothing and on skin⁽¹⁾.

"Current products force women to choose between benefits," says Sheila Hopkins, Vice President & General Manager, U.S. Personal Care for Colgate-Palmolive. "Sticks offer strong protection but leave some residue on clothing. Gels go on clear but they feel sticky on the skin and do not deliver strong protection."

Lady Speed Stick Clean Glide is clearly different. It protects as well as leading anti-perspirant sticks but goes on clearer. That's because it's formulated with more clear ingredients.

Lady Speed Stick Clean Glide first arrived at food, drug and mass merchandisers nationwide on February 25, 2002. It is available in a 2.3 oz. size in Powder Soft, Sunset Breeze and Satin Bouquet variants, and has a retail average selling price of \$2.74.

Lady Speed Stick Clean Glide will be launched with nearly \$10 million in consumer support, including television advertising, public relations, sampling, high value newspaper coupons, "Try Me" rebates on displays, ethnic promotions and in-store promotions. New advertising from Young & Rubicam begins in May 2002.

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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Footnotes: ⁽¹⁾ Internal consumer research, on file at Colgate-Palmolive.