



Introducing New Irish Spring Aloe

The First Deodorant Soap With Aloe Specifically Formulated For Men

York, NEW YORK, June 10, 1999 - Irish Spring, the #1 bar soap among men, announces their newest bar soap variant, Irish Spring Aloe, the first deodorant soap with aloe specifically formulated for men.

Bar soap is by far the largest segment in the Hand and Bath Soap (HBS) category. In 1998, 62.7 percent of dollars spent on hand and bath soap was spent on bar soap alone (Source: A.C. Nielsen Co., 3-outlet dollar sales 12 months ending 12/98) . In addition, deodorant bar soaps are the largest sub-segment, with a 44.5 volume share in 1998. New Irish Spring Aloe addresses the need for a male deodorant soap clean that doesn't leave skin tight and dry. Unlike some other deodorant soaps, it cleans and refreshes without drying out your skin.

Irish Spring, the fastest growing bar soap franchise in the past five years (Source: A.C. Nielsen Co., 3-outlet dollar sales 12 months ending in December), is the leading bar soap used by men. It is number one in total awareness, advertising awareness and brand usage (Source: Colgate-Palmolive Co., Tracking Study 10-11/98-unaided brand awareness, total advertising awareness, regular/most often used, % top 2 box in attribute rating). The new Irish Spring Aloe variant is sure to build-off of this recognition. With its proprietary enhanced skin protection formula, Irish Spring Aloe is unique because it retains the skin's natural moisture. No other men's deodorant soap has this benefit.

"Because of our state-of-the-art moisture retention formula, skin retains more of its natural moisture with new Irish Spring Aloe. It leaves skin feeling healthy, not tight and dry." says Sheila Hopkins, Vice President and General Manager of U.S. Personal Care for Colgate-Palmolive.

New Irish Spring Aloe is the latest addition to the Irish Spring portfolio, which includes Irish Spring Original, Waterfall Clean and Sport. Like all Irish Spring variants, Irish Spring Aloe has an appealing fresh clean scent.

Irish Spring Aloe is shipping in August 1999 and will be available at food, drug and mass merchandisers by November. It will be available in a 4.5 oz size in 3, 6, 8 and 12 packs and will be line-priced at parity on a pack basis to Irish Spring Original, Waterfall Clean and Sport.

Approximately \$10 million will be spent in the first year to market Irish Spring Aloe, including high-value Free Standing Inserts, free samples, sporting event sponsorships and targeted television and print advertising, to be produced by Young & Rubicam.

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 and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.