



## Colgate-Palmolive Revolutionizes Dishwashing With The Introduction Of First-Of-Its Kind Palmolive® Dishwipes

### New Palmolive® Disposable DishWipes Make Dishwashing Simpler and Cleaner

(New York, NY) April 22, 2003 -- Colgate-Palmolive is revolutionizing dishwashing with the introduction of new Palmolive® Dishwipes -- the first-of-its kind dish wipe in the category. New Palmolive Dishwipes are disposable cloth-like wipes that will give consumers a simpler, cleaner way to wash their dishes. To use, consumers simply add water to create lather, and wash as usual. There is no need to add dish liquid because the wipes are pretreated with Palmolive® dish liquid. Each wipe is designed to last through an entire load of dishes.

Household cleansing wipes are already extremely popular with consumers. In fact, the Household cleansing wipes category is growing rapidly and now comprises 18 percent of the total wipe market. And in 2002, the category was worth \$350 million and is estimated to reach \$1 billion by 2006.<sup>1</sup>

Over the past two years, the number of consumers who are purchasing wipes has doubled.<sup>2</sup> Consumers today are busier than ever and are using wipes in the bathroom, on the windows, on furniture and on floors because they are looking for convenience and products that provide one-step cleaning.<sup>3</sup> The typical wipes consumer is also buying other premium products, and on average spends more than twice the amount on goods in the supermarket than a non-wipes customer.<sup>4</sup>

"Palmolive® Dishwipes are the next logical innovation in dishwashing -- providing an opportunity for Colgate-Palmolive to grow an entirely new premium category," said Peter Ryan, Vice President and General Manager of US Home Care. "New Palmolive® Dishwipes are answering consumers' needs as they are convenient, disposable, and easy to use. Consumers just throw the wipe away after finishing the dishes so there is less clutter around the sink."

Palmolive® Dishwipes have a durable three layer construction. The top layer is made of textured fibers, which is ideal for cleaning dishes. The middle layer provides continuous suds and the bottom layer is made of soft fibers that are gentle on hands.

Packaged in a plastic tub for added convenience, the wipes come in two fragrances, Original and Lemon Grove™. One package contains 20 wipes and has a manufacturer's suggested retail price of \$3.49. The new Palmolive® Dishwipes arrives at stores in early August 2003.

The launch will be supported with a television and print advertising campaign as well as in-store promotions, FSI's, and sampling efforts.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Home 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](http://www.Colgate.com).

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<sup>1</sup> Source: MarketResearch.com 1/1/2002 Newsletter/A.C. Nielsen Full Year 2002

<sup>2</sup> Source: A.C. Nielsen Panel Full Year 2002

<sup>3</sup> \*Source: CP Proprietary Quantitative Research 1999

<sup>4</sup> Source: A.C. Nielsen Panel Full Year 2002