



## Colgate-Palmolive Introduces Ajax® Dishwashing Liquid & Antibacterial Hand Soap

### First Value Brand Dishwashing Liquid To Offer A Combination Dishwashing Liquid And Antibacterial Hand Soap Variant

**New York, NEW YORK, February 11, 1997** - The Colgate-Palmolive Co. is introducing a major innovation to the value segment -- Ajax® Dishwashing Liquid & Antibacterial Hand Soap ("Ajax Antibacterial"). Ajax is the first and only dishwashing liquid value brand to offer a combination dishwashing liquid and antibacterial hand soap variant.

Building on the success of Ajax Lemon, up 15.8% in dollar volume, Ajax Antibacterial presents a significant growth opportunity for retailers as the dual benefit will grow the category by driving consumer use-up rate in the important value segment. According to Colgate-Palmolive research, among females, one half of handwashing occurs in the kitchen<sup>1</sup>.

"Currently value brand users are not able to buy a dual benefit product because it is only available to premium brand users," says Jill Garrity, General Manager of Colgate-Palmolive U.S. Household Surface Care. "Ajax Antibacterial gives value brand users a dishwashing liquid plus an antibacterial hand soap at the same low Ajax price."

Ajax Antibacterial contains triclosan, the antibacterial ingredient used in many antibacterial liquid hand soaps. The triclosan in Ajax Antibacterial has been demonstrated to inhibit the growth of a wide range of germs on the hands when used in a hand soap.

Since the ground-breaking launch of Palmolive Dishwashing Liquid and Antibacterial Hand Soap in August 1994, category dollar volume has grown 10.9%<sup>2</sup>. Today, combination dishwashing liquid and antibacterial hand soap products, with Palmolive Dishwashing Liquid and Antibacterial Hand Soap in the lead, are driving light duty liquid category growth.

Ajax Antibacterial will be parity priced to Ajax Lemon, and will be available in 22 oz. and 42 oz. sizes. It started shipping to drug, grocery and mass merchandisers nationwide on December 2, 1996. An introductory FSI is planned for newspapers nationwide.

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

####

<sup>1</sup> Source : The Research Firm, 1996 Body Care Market Study. <sup>2</sup> Source: Nielsen Scantrack, 12/93 - 8/94 vs. 12/95 - 8/96