



## Ultra Palmolive® For Pots & Pans Dishwashing Liquid

### Colgate-Palmolive Introduces Ultra Palmolive For Pots & Pans Specially Formulated To Clean Cookware And Remove Greasy, Stuck-On Food

**New York, NEW YORK, April 18, 1997** - How many times has a great meal forced you to go to great lengths just to get the pan clean? You soak. You scrub. You leave it in the sink overnight. So, what do you do when the sticky pan winds up staying in the sink longer than the leftovers stay in the fridge?

To help with those tough clean-up jobs, The Colgate-Palmolive Co. has developed a dishwashing liquid with a completely new formula, specifically designed to tackle the consumer's toughest dishwashing task -- removing greasy, stuck-on food from pots and pans. New Ultra Palmolive for Pots & Pans has a unique thick formula which loosens stuck-on food and removes grease, and is also great for washing everyday dishes, glasses and silverware.

"Getting pots and pans really clean has been a consumer challenge for as long as the dish liquid category has existed," says Jill Garrity, General Manager of Household Surface Care, Colgate-Palmolive Company. Research shows that 56% of dish liquid users hand wash their cookware every day and just about everyone who owns a dishwasher still washes the pots and pans by hand<sup>1</sup>. The Company believes that consumers will be quick to try a product that will help them clean greasy, stuck-on food from pots and pans.

The Company also expects that Palmolive for Pots & Pans will grow the category by providing a value-added dish liquid with a unique and meaningful positioning, just as Palmolive Dishwashing Liquid and Antibacterial Hand Soap did. The 1994 launch of Palmolive Antibacterial was so successful that it is now the second largest sku in the category. And, Palmolive continued that momentum with the conversion to Ultras in 1995. Palmolive consumption has increased 46% since the introduction of Palmolive Antibacterial and Ultras, translating to a share gain of +5.4 points<sup>2</sup>.

Palmolive for Pots & Pans will stand out on shelf with its unique opaque jade green color and its magenta cap. The product will be available in 14.7 oz., 28 oz. and 42 oz. sizes. It began shipping to drug, grocery and mass merchandisers nationwide on March 24, 1997.

With an unprecedented \$24 million in planned media and promotional support, the Palmolive for Pots & Pans launch will be 65% bigger than the groundbreaking Palmolive Antibacterial launch. Young & Rubicam is creating an exciting television advertising campaign, starring Palmolive spokeswomen Marilyn and Caryl, which breaks in May 1997. Extensive couponing and sampling is also planned.

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: 1996 National Quantitative Studies <sup>2</sup> Source: Nielson Scantrack - 6 months pre-Palmolive Antibacterial introduction vs. 6 months ending 2/97