



Softsoap® Introduces Body Washes And Hand Soaps In Three Popular And Refreshing Fruit Fragrances

New Softsoap® Fruit Essentials Are Fun, Smell Great And Are Affordable Too!

NEW YORK (June 30, 2000) - As fragrance-driven products continue to attract more and more consumers, Colgate-Palmolive is introducing new Softsoap® brand Fruit Essentials body washes and liquid hand soaps. New Softsoap® Fruit Essentials products offer three different fragrances -- Fresh Picked Raspberry, Orchard Fresh Peach and Juicy Melon -- in both body wash and hand soap. And the new packaging features colorful, fruit illustrations and eye-catching, color-coordinated caps and pumps.

"Fun, fruity products like these are in demand because consumers are looking for new hand and bath soaps with refreshing scents and bottle designs," says Sheila Hopkins, Vice President & General Manager, U.S. Personal Care for Colgate-Palmolive. "New Softsoap® Fruit Essentials body washes and hand soaps are affordably priced, too, which means consumers can buy all three fragrance options and alternate usage among them."

Softsoap® Fruit Essentials begin shipping to food, drug, and mass merchandisers nationwide on July 1, 2000. The hand soap is available in a 7.5 oz. pump and a 15 oz. Refill. The body wash is available in 12 oz. and 24 oz. sizes. The launch will be supported by a comprehensive marketing effort including print and TV advertising, coupons, and sampling programs beginning in September 2000.

Softsoap® is the leading liquid hand soap brand. Softsoap® has led category innovation, creating the category in 1976 and inventing the first antibacterial liquid hand soap in 1985. In 1989, Softsoap® introduced the first antibacterial formula with moisturizers, in 1991 the first antibacterial with extra conditioners, in 1992 the first liquid soap for sensitive skin, in 1993 the first kitchen liquid hand soap, and in 1995 the first pump with 3-D graphics.

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.