



COLGATE-PALMOLIVE INTRODUCES SOFTSOAP® FOAM WORKS Colgate-Palmolive Introduces Softsoap Foam® Works

New Foaming Hand Soap Makes Hand Washing Fun For Kids

NEW YORK (September 4, 2002) - Responding to consumers' desire for personal care products targeted to kids, Colgate-Palmolive is introducing Softsoap® Brand Foam Works™, a new foaming hand soap for kids aged 2 to 10. The liquid hand soap is magically transformed into a bright, colorful foam when it is pumped out of the bottle. It helps eliminate the dirt families and kids encounter while providing a fun experience for kids when they wash.

"Kids are curious; they like to play with the products that they use, and watch things transform," said Sheila Hopkins, Vice President and General Manager, U.S. Personal Care. "Foam Works will appeal to both kids and parents because it is a way to make handwashing a fun and exciting experience instead of a routine chore."

Foam Works™ is available in the popular fruit fragrances that kids love: Berry Cherry and Happy Apple. These combine with colorful packaging and a new snowman shaped bottle that is easy to grip for added appeal to kids.

The Softsoap® brand website www.softsoap.com also features a fun, interactive foam squirting game that kids can play while learning more about how the liquid hand soap transforms into foam.

Softsoap® Foam Works™ will be available in a 7.5-ounce pump in both Berry Cherry and Happy Apple variants at the suggested retail price of \$2.99.

Softsoap® is the trusted leader in liquid hand soap, having created the category in 1976. The brand developed the first antibacterial liquid hand soap in 1985, added a variant with moisturizers in 1989 and one with extra conditioners in 1991, and continued with the first liquid soap for sensitive skin in 1992.

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. For more information about Colgate and its products, visit the company's website at www.colgate.com.