



Colgate-Palmolive Harnesses The Power of Nature In A New Line of Speed Stick Anti-Perspirants

Speed Stick® Power of Nature features three unique, long lasting fragrances and provides strong 24-hour sweat and odor protection

NEW YORK (June 18, 2001) - Colgate-Palmolive has harnessed the power of nature in a new line of Speed Stick anti-perspirants targeted to young men. Energized with fragrances inspired by the forces of nature, new Speed Stick® Power of Nature gives men 24-hour sweat and odor protection with no white residue. These powerful anti-perspirants are available in three unique, long lasting fragrances in both anti-perspirant stick and clear gel forms.

Men can choose the force that fits them best: Lightning - an intense, full strength scent, Avalanche - an icy cool fragrance, or Cyclone - an enduring, fresh scent. The three winning fragrances are packaged in vivid, youth oriented designs and colors.

The AP/Deo Category continues to grow ⁽¹⁾. Factors driving male category growth include the three key forms -- Sticks, Gels and Soft Solids ⁽²⁾ -- large sizes and new products ⁽³⁾.

The biggest growth opportunity in the category are young males. Teens ages 15 to 17 are much more involved with their appearance and with their personal care routine than the general population and they are driving the growth of the male AP/Deo category. In fact, research shows that 54 percent of teens started using an AP/Deo before age 13 ⁽⁴⁾.

"Young males want products that let them showcase their unique interests, lifestyles and tastes," says Sheila Hopkins, Vice President & General Manager, U.S. Personal Care for Colgate-Palmolive. "They want products that are adult-like in their utility but that are youth oriented in their design and in their marketing ⁽⁵⁾."

New Speed Stick Power of Nature features masculine new fragrances and unique premium packaging to appeal to males ages 15 to 25. The product evokes powerful, young and active imagery that conveys strength and power. Young males are looking for efficacy, fragrance and a trusted brand when choosing an AP/Deodorant ⁽⁶⁾. Speed Stick is already the #1 brand among 15 to 24 year-old males ⁽⁷⁾.

"We know that new and different is a top driver of purchase intent," says Hopkins. "Speed Stick Power of Nature is talking about deodorants in a different way, with a focus on imagery and fragrance."

Speed Stick Power of Nature Gel will be available in a 3.0 oz. size and will be parity priced to current Speed Stick Gel, selling for \$2.69. Speed Stick Power of Nature AP Stick will be available in a 2.7 oz. size and also sell for \$2.69. All products will arrive on store shelves in July 2001. As of August 1, Colgate-Palmolive will be discontinuing six older Speed Stick variants.

More than \$40 million in support is planned to introduce Speed Stick Power of Nature to men ages 15 to 25. New TV and print advertising breaking in September 2001 will drive fast and early awareness of the products. General market, Hispanic and African-American media plans include new TV and magazine advertising, key event tie-ins and targeted sampling. High-value coupons are planned to drive early trial, while spectacular in-store displays including "Try me free" tearpads will make an impact at retail.

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-Palmolive and its products, visit the company's web site at www.ColgatePalmolive.com.

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Footnotes:

(1) A.C. Nielsen Co., 3-Outlet, Dollar Sales, Full Year 2000.

(2) A.C. Nielsen Co., 3-Outlet, Dollar Sales Male, Full Year 2000.

(3) A.C. Nielsen Co., 3-Outlet, Dollar Sales, Full Year 2000.

(4) Male UAP Market Study, Colgate-Palmolive Internal Data, 1999.

(5) Teen Resource Unlimited, 2000.

(6) Male UAP Market Study, Colgate-Palmolive Internal Data, 1999.

(7) Male UAP Market Study, Colgate-Palmolive Internal Data - "brand used most often," 1999.