



Improved Palmolive for Pots & Pans

Colgate-Palmolive Makes Its Popular Ultra Palmolive For Pots & Pans Even Better!

New York, NEW YORK, April 22, 1998 - Colgate-Palmolive announced that its popular Palmolive for Pots & Pans dishwashing liquid now has a new, improved formula that offers more suds and improved dispensing, as well as dazzling new packaging that really sets it apart from other products on the shelf.

Driving category growth since its introduction in March 1997, the unique Palmolive for Pots & Pans formula loosens stuck-on food, removes grease, and is also great for washing everyday dishes, glasses and silverware. Now, new and improved Palmolive for Pots & Pans produces even more suds, a benefit that's important to consumers. The enhanced formula dispenses more easily and is a fresh blue color. The award-winning Palmolive for Pots & Pans fragrance and the product's outstanding ability to clean even the dirtiest of dishes remain unchanged.

To complement its great new formula, Palmolive for Pots & Pans features innovative and exciting packaging. The first of its kind in the category, the silver, metallic Palmolive for Pots & Pans label mirrors the look of shiny, clean pots and pans which helps the product jump off the shelf. The label also has new graphics that clearly communicate product benefits with a simple icon that's consistent with the distinctive Palmolive look.

"As a value-added dish liquid, Palmolive for Pots & Pans was a major innovation and helped lead category growth in 1997," says Suzan Harrison, Vice President & General Manager of Household Surface Care at Colgate-Palmolive. "Building on the tremendous success of that launch, we're continuing to innovate, making new and improved Palmolive for Pots & Pans even more appealing to the consumer."

Available in 14.7 oz., 28 oz., and 42 oz. sizes, new and improved Palmolive for Pots & Pans begins bleeding into food, drug and mass merchandisers beginning in April 1998. Support will include multiple, high-value coupons and exciting new advertising created by Young & Rubicam and starring the popular Palmolive spokeswomen Marilyn and Caryl.

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.