



Colgate-Palmolive Introduces New Fab® Sun Shower Fresh™ Laundry Detergent

Product Delivers A Sensorial Experience With A Fresh New Fragrance, A Bleach Alternative Formula And Vibrant Packaging

NEW YORK (Feb. 22, 2001) - Colgate-Palmolive is combining its strong Fab laundry detergent performance, the popularity of bleach alternative variants and the growth of sensorial products to introduce new Fab® Sun Shower Fresh™.

New Fab Sun Shower Fresh laundry detergent has a new unique fragrance that captures the freshness in the air after a summer shower. It has a value-added bleach alternative formula, which delivers a fresh, powerful clean. Its sensational new packaging -- with vivid, eye-catching graphics and bright, sunny yellow bottle color -- is designed to pop off the shelf.

"Fab food dollar share is climbing thanks to the success of the Fab® RainForest™ launch and a relaunch of the base business in April 2000, a pricing realignment, and key events and promotions," says Francois de Saint Perier, General Manager, US Fabric Care at Colgate-Palmolive.

The Heavy Duty Detergent category is huge at \$5.6 Billion⁽¹⁾. That translates to \$56 per household per year⁽²⁾. Liquid sales have been growing, due to the fact that liquids are easy to use, have no residue issues and the fact that they drive category growth with a faster use-up rate. Within the Heavy Duty Detergent Category, original and bleach alternative variants are pacing with category growth, the Free & Clear segment is flat and declining versus the category, but Fragrance is hot, taking over 16 percent of the market in just three years⁽³⁾.

"Consumers continue to demand value-added products like fragrance extensions," says de Saint Perier. "Freshness and odor-control is one of the top rated attributes in the category⁽⁴⁾ and communicates efficacy. With the imagery-driven fragrance of a summer shower, we hope we will make the chore of doing laundry more pleasurable."

In recent years, the home fragrance market has exploded and scent and image-driven personal products have moved from the specialty stores to the mass outlets. Sensorial products have proven that they deliver growth. Colgate's own Palmolive Spring Sensations dishwashing liquids were the first products in the dish cleaning category to introduce imagery-driven fragrances to make washing the dishes a more pleasant experience. With four bright new dish liquid colors, creative label photography, unique fragrances and a highly efficacious formula, Palmolive Spring Sensations dish liquids provide a refreshing alternative to consumers who are attracted to scent-driven home and personal care products. The product, which was introduced in September 1999, has been so successful it helped drive Colgate's share of the dishwashing market to an all-time high⁽⁵⁾.

Colgate was also the first to bring full sensorial experience to the Heavy Duty Detergent Category with the successful introduction of Fab® RainForest™. Fab RainForest now delivers equal dollar share to Fab base variant.

New Fab® Sun Shower Fresh™ is available in 50 oz., 100 oz. and 33wl. sizes and is line priced by size with all Fab variants. It will replace current Fab with Bleach Alternative. Bleed-in shipments to food, drug and mass merchandisers began in January 2001. Marketing support will include high value newspaper inserts, Starlight and Back to School promotions and tie-ins with Hispanic events.

Colgate-Palmolive Fabric Care brands include Fab, Ajax and Dynamo. All brands have base and bleach alternative variants.

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, Full Year 2000.

(2) A.C Nielsen, 2000 Household Panel.

(3) A.C. Nielsen, Dollar Share, Full Year 2000.

(4) Colgate-Palmolive Category Benefit Importance Ratings 1999.

(5) A.C. Nielsen, Total US Food and Mass Outlets Dollar Share, February 2000.