



Festive Gift Packs Make Men's Grooming Products An Ideal Stocking Stuffer

Mennen® Skin Bracer® Gift Collection Offers An Array Of Affordable Gifts For The 1996 Holiday Season

New York, NEW YORK, August 23, 1996 - So many men. So few holiday gift ideas. This year, check out the updated Mennen Skin Bracer gift collection for the 1996 holiday season. With masculine, contemporary graphics and six different men's toiletry combinations, the Skin Bracer Gift Collection is an affordable gift, perfect for stockings and holiday presents.

Back by popular demand is the high value Skin Bracer Toiletry Bag. This stylish, high-quality black canvas zippered bag contains an assortment of men's grooming essentials: a 3.5 oz. Skin Bracer original after shave, a 2.25 oz. Mennen Speed Stick regular deodorant, a Colgate Total toothbrush, and a 1.3 oz. travel size Colgate Baking Soda & Peroxide toothpaste. It sells for about \$7.99.

The Tri-pack, selling for about \$4.09, features 1.5 oz. bottles of Skin Bracer in Original, Cool Spice, and Cooling Blue scents. For about \$4.99, the Men's Value Pack is a great deal for any smart holiday shopper. It includes a 3.5 oz. Skin Bracer original after shave, a 2.25 oz. Colgate shave cream Regular, a 2.25 oz. Speed Stick regular deodorant, and two Schick Colours razors. The classic 5 oz. Gift Sets, available in Original, Cool Spice, and Cooling Blue scents, are the perfect size for stocking stuffers and sell for about \$3.29.

"This year's Skin Bracer collection rewards value-conscious consumers by combining contemporary, masculine packaging with high quality men's grooming products at everyday prices," says Ginny Dotzauer, Vice President and General Manager, Colgate-Palmolive U.S. Personal Care. "That makes them perfect for gift-giving."

Skin Bracer after shave has been a popular product for over sixty years and continues to offer men a refreshing wake-up tingle with a pleasant masculine scent. This holiday favorite gets modernized this year with new shatterproof bottles.

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, Softsoap and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.