



Lady Speed Stick® Introduces New Anti-Perspirant & Deodorant Line With Real Aloe

Lady Speed Stick® Aloe offered in brand's first Soft Solid entry as well as in popular No White Residue Stick form

NEW YORK (March 27, 2001) - Colgate-Palmolive has introduced a new line of Lady Speed Stick® Anti-Perspirant & Deodorant that contains real aloe. Lady Speed Stick® Aloe is available in two forms -- in the brand's first ever Soft Solid product as well as in the brand's popular No White Residue "Invisible Dry®" Stick. The new products soothe as they protect against wetness and odor.

Many women shave their underarms every day and complain that their anti-perspirant causes skin irritation after shaving. The new Lady Speed Stick® formula, which contains organically grown aloe, features a skin emollient system that is designed to leave skin feeling soft and silky, even after shaving.

"The biggest news in the female underarm category is the emergence of a skin care segment," says Sheila Hopkins, Vice President and General Manager for U.S. Personal Care, Colgate-Palmolive. "Women want an anti-perspirant that protects them and cares for their skin at the same time. With the introduction of Lady Speed Stick® Aloe, we are delivering the skin conditioning benefits women want with the odor and wetness control they expect from Lady Speed Stick®."

Aloe and its positive associations are universal. It signals skin conditioning to consumers who describe it as "soothing," "healing," "good for you" and "natural"⁽¹⁾. Consequently, many Health & Beauty Aid categories are already using aloe products to drive growth. For example, the Body Wash category is up 15 percent; but body wash with aloe is up 108 percent. The Skin Cream category is up 7 percent, but skin cream with aloe is up 24 percent. And while the Bar Soap category remains flat, bar soaps with aloe is up 421 percent⁽²⁾.

The Anti-Perspirant/Deodorant Category is growing⁽³⁾, and new products in the female segment are driving growth⁽⁴⁾. Form is the most important consumer decision at purchase⁽⁵⁾ with Sticks as the #1 form and Soft Solids in second place and growing⁽⁶⁾. Soft Solids also drive category dollars by generating a 50 percent higher price than white sticks⁽⁷⁾.

With this product launch, Lady Speed Stick® introduces state-of-the-art soft solid technology, which is highly efficacious while being less wet and less messy than other soft solids on the market⁽⁸⁾. Lady Speed Stick® Aloe Soft Solid goes on silky and smooth and provides the very best protection against wetness and odor available from the Lady Speed Stick® brand. Lady Speed Stick® Aloe Soft Solid is available in a 1.4 oz size in three winning fragrances: Petal Soft, Morning Breeze and Summer Bliss. It has a retail average selling price of \$2.49.

Lady Speed Stick® Aloe Invisible Dry® will be available in Petal Soft, Morning Breeze and Unscented variants. (The existing unscented Invisible Dry® product will be upgraded with real aloe to differentiate it from other unscented anti-perspirants on the market.) Lady Speed Stick® Aloe Invisible Dry® is available in a 2.3 oz size and is priced parity to current Lady Speed Stick® Invisible Dry®, with a retail average selling price of \$2.49.

Lady Speed Stick® Aloe Soft Solid and Lady Speed Stick® Aloe Invisible Dry® started shipping to food, drug and mass merchandisers in February 2001. The line's packaging makes it easy to differentiate on shelf, as it features a contemporary watercolor design in feminine, pastel colors to communicate soft and soothing. Strong marketing support is planned for the launch and includes new print advertising from Young & Rubicam beginning in May 2001, national FSIs and exciting display units.

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) Consumer Research on file at Colgate-Palmolive, 1999.
- (2) A.C. Nielsen Co., 3-Outlet Dollar Sales, 52 weeks ending July 2000.
- (3) A.C. Nielsen Co., 3-Outlet Dollar Sales, 1992-1999.
- (4) A.C. Nielsen Co., 3-Outlet Dollar Sales, EQ Units, YTD Full Year 1999.
- (5) A.C. Nielsen Co. HomeScan Data, Information on file at Colgate-Palmolive.
- (6) A.C. Nielsen Co., 3-Outlet Dollar Sales, Female, YTD through 8/00.
- (7) A.C. Nielsen Co., 3-Outlet Dollar Sales, Female, YTD through 8/00.
- (8) Consumer Research on file at Colgate-Palmolive, 2000.