



## **Colgate-Palmolive Announces Wave Of Improvements To Its Softsoap® Brand Product Line Of Body Wash And Liquid Hand Soap - Colgate-Palmolive introduces new products and new graphics for its Softsoap® brand**

**New York, NEW YORK (July 29, 2004)** - Colgate-Palmolive Company has announced a significant wave of improvements to its Softsoap® brand, optimizing its body wash and liquid hand soap portfolios through a balanced offering of high-impact fragrances, eye-catching colors, and improved graphics. The new offerings will also enhance the color spectrum, boost shelf presence, and create a consistent line-look for the Softsoap® brand.

Hand and bath soap is the largest category of health and beauty care products in which Colgate-Palmolive competes. Liquid body cleansing represents 43 percent of the hand and bath segment, and is a steadily growing segment. Softsoap® brand has been a key driver in category growth, and this new wave of products will spur growth once again.

With almost one-third of consumers making their decision at the shelf, great fragrances and aesthetics combined with clear, simple communication is critical to capturing the consumer in-store.

"Consumers are looking for products that can do more for them," says Mary-Ann Somers, Marketing Director, Body Cleansing for Colgate-Palmolive U.S. "As a result, brands need to connect with consumers on an emotional level - with products that benefit both their body and spirit."

### **Softsoap® brand Body Wash**

The new line of Softsoap® brand Body Wash is based on research showing consumers want products that take care of their skin and nurture their spirit. In January 2004, Softsoap® strengthened its presence in the moisturizing segment by introducing two new variants under the Softsoap® Naturals subbrand - Softsoap® Milk & Rose Body Wash and Softsoap® Milk & Lavender Body Wash. The Softsoap® Naturals subbrand offers consumers a combination of experiential and moisturizing benefits. These new variants replace Softsoap® Romance and Softsoap® Aromatherapy Energy body washes. The brand also revised its graphics to drive consistency and realigned SKU priorities setting the stage for the introduction of four new variants in July.

In July 2004, new body wash offerings based on extensive consumer fragrance trends and preference research will include: Softsoap® Vanilla Brown Sugar Body Wash, Softsoap® Morning Mist Body Wash, Softsoap® Plumeria Body Wash and Softsoap® Aroma Cream Comfort Body Wash. The new body washes will replace: Softsoap® Pure Milk Body Wash, Softsoap® Vitamins Body Wash, Softsoap® Rose & Aloe Body Wash, Softsoap® Melon Body Wash, Softsoap® Fruit Essentials Apple Blossom Body Wash and Softsoap® Aromatherapy Anti-Stress Body Wash.

In addition, the line will have new graphics to drive shelf impact, appeal and consistency.

### **Softsoap® brand Liquid Hand Soap**

Softsoap® brand Liquid Hand Soap has led category innovation, creating the category in 1976 and inventing the first antibacterial liquid hand soap in 1985.

Today, liquid hand soap has evolved beyond basic cleaning. The category now provides consumers multiple benefits - with moisturization and skin-feel becoming more important than ever. Liquid hand soap also plays a critical role in consumers fast-paced lives by helping them fight off colds, as hand washing is the first line of defense against the spread of infectious disease.

Similar to Softsoap® Body Wash, Softsoap® Liquid Hand Soap will offer new fragrances, colors and simpler graphic communication to make choices easier at shelf. New offerings include: Softsoap® Morning Mist, Softsoap® Lavender & Chamomile, Softsoap® Milk and Rose and Softsoap® Vanilla Brown Sugar.

Colgate-Palmolive will be revitalizing its core Softsoap® brand antibacterial offering with a stronger formula, stronger graphics and a more appealing scent. Consumers will notice revitalized graphics for Softsoap® 2in1 and Softsoap® Naturals Milk & Honey. In addition, Softsoap® Rainforest Series will be updated with two new 3D inserts: a ladybug and a tiger.

All new Softsoap® Liquid Hand Soap offerings began shipping to food, drug, and mass merchandisers in July 2004. New variants will replace: Softsoap® Aromatherapy Energy, Softsoap® Aromatherapy Anti-Stress, Softsoap® Fruit Essentials Apple Blossom and Softsoap® Vitamins.

To support the brand, new advertising, high value newspaper inserts, store demos, in-store promotions, premium displays, sampling, ethnic promotions, internet activity, and continuation of the Softsoap® brand "Lather Up for Good Health®" educational hygiene program are planned.

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® brand, 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.Colgate.com](http://www.Colgate.com).

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