



Colgate-Palmolive Introduces New Innovation In The Ironing Aid Category

New Suavitel® Perfect Press Spray Delivers a "Just Pressed" Look That Lasts Throughout the Day

NEW YORK, NY (October 21, 2002) - Colgate-Palmolive announces the introduction of Suavitel® Perfect Pressä , an ironing aid that makes ironing easier by reducing wrinkles on clothes. Once clothes have been sprayed and ironed, they maintain a polished appearance that lasts throughout the day.

"More and more consumers are looking for ways of doing things themselves at home to make their lives easier," said Francisco Munoz, General Manager of U.S. Fabric Care. "With Suavitel® Perfect Press™ ironing aid, consumers can get the 'just pressed' look plus fresher smelling clothes in one convenient step."

To use new Suavitel® Perfect Press™, consumers just spray the fabric and then iron. Its unique formula has odor neutralizers and fiber relaxers that actually penetrate the fabric to freshen and relax the wrinkles so they disappear as you iron the clothing.

There is huge opportunity for growth in the ironing aid category, which includes starch products and wrinkle releasers. Over the past three years alone, the category has grown 16.2 percent - from \$109 million to \$138 million.

Suavitel® Perfect Press™ is also expected to grow the category in the Hispanic market. The new product has particularly strong appeal with Hispanic Consumers, with 92 percent of consumers saying they would buy the product. Studies show that 80 percent of Hispanic consumers iron their clothes regularly and that 60 percent of Hispanic consumers use an ironingaid.

Suavitel® is the leading Fabric Softener in Mexico and in Latin America, and has been a favorite among consumers for more than thirty years. Since its launch in the U.S. in 1997, Suavitel has shown continued success -- becoming the number two liquid softener in the Hispanic Market. Consumer loyalty is strong and the brand is still gaining momentum as it dominates the Regular Liquid Segment with a 27.7 Dollar Share.

Suavitel® Perfect Press™ is packaged in an attractive clear bottle with a modern trigger. It has a suggested retail price of \$3.49 for a 16.9 oz. spray bottle. It arrives at retailers nationwide in February 2003.

The launch will be supported with an advertising and promotional campaign, including sampling, FSI's, in-store demonstrations, participation in Hispanic events and bilingual point-of-sale materials. Television and print advertising will begin in March 2003.

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.Colgate.com.