

## INSPIRE YOUR CHILDREN TO BECOME 'GERM-FIGHTERS' - Softsoap®BRAND Offers Tips for Building Daily Hand Washing Routines

**NEW YORK, NEWYORK (May 6, 2009)** -- Experts agree that effective hand washing is one of the most important steps to keep yourself and your family healthy. Germs are unavoidable and often linger on common household items - from the telephone to door knobs. Help combat the spread of germs by building daily hand washing routines among your family and empowering your children to become 'germ fighters.'

With the heightened awareness about the flu virus, Softsoap®BRAND encourages parents to reinforce the importance of frequent hand washing with their children. Demonstrate how to properly clean hands by using warm soapy water, scrubbing hand surfaces and nails for 20 seconds, rinsing well and drying with a clean towel.

"Right now, families can use hand washing as a simple way to teach their children how to prevent the spread of germs among their family and friends," said Dr. Val Curtis, Director of the Hygiene Center, London School of Hygiene and Tropical Medicine. "It's never too early or too late to educate kids about proper hand washing. Teaching your children how and when to thoroughly clean hands helps to establish lasting hand washing routines."

Take an important step to help keep your children healthy by sharing these Softsoap®BRAND hand washing strategies:

### Wash Hands BEFORE:

- Eating or making a snack
- Going on a play date
- Playing with video games
- Doing homework on the family computer
- Grabbing the TV remote control
- Setting the table for a meal

### Wash Hands AFTER:

- Using the restroom
- Getting off the school bus
- Playing on playground equipment
- Eating in the school cafeteria
- Handling a backpack or lunchbox
- Touching money
- Playing a musical instrument
- Walking or playing with companion pets
- Participating in sports practices and games
- Reading public materials, such as library books

Colgate-Palmolive is committed to providing hand washing education and promoting effective hygiene practices for healthy living. During the month of May, Colgate is reaching out to 25,000 public and private schools across the U.S. to donate educational materials on hand washing and Softsoap®BRAND liquid hand soap.

For family-friendly activities, helpful downloads and hand washing tip sheets, please visit Colgate's [www.latherupforgoodhealth.com](http://www.latherupforgoodhealth.com).

### About Colgate-Palmolive Company

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate's global business, visit the Company's website at <http://www.colgate.com>.