



Introducing Speed Stick® Stainguard™ and Lady Speed Stick® Stainguard™ with Stain Defense™ Technology

New Line of Antiperspirant Deodorants Formulated to Help Fight Against Yellow Stains on Clothes

NEW YORK, NY (March 25, 2010) - Colgate-Palmolive proudly introduces Speed Stick® Stainguard™ and Lady Speed Stick® Stainguard™ with Stain Defense™ technology. This breakthrough line of antiperspirant deodorants is formulated to help fight yellow stains and residue on clothes, while providing the 24 hour odor and wetness protection you've come to expect from Speed Stick® and Lady Speed Stick®.

"In a recent study, consumers said that yellow armpit stains continue to be an issue for them" said Philip Durocher, General Manager, U.S. Personal Care, Colgate-Palmolive. "Our exciting new Stainguard™ line is specifically formulated to help with the yellow armpit staining issue that men and women face, and provides a unique way to address one of the largest unmet consumer need in the category."

Many factors impact yellow staining, including the combination of sweat and antiperspirant ingredients that can create yellow stains. "Stainguard™, with its patent-pending Stain Defense™ technology, keeps more of the antiperspirant on your skin, helping to fight the appearance of yellow stains and white residue", said Marie Johansson, Personal Care Product Development, Global Research & Development, Colgate-Palmolive.

As part of the launch, Speed Stick® has partnered with Hanes, the #1 apparel brand in the U.S. today. Special packs of Hanes® Underwear T-shirts at selected retailers will, for a limited time, include a free trial of Speed Stick® Stainguard™. Together, Hanes® and Speed Stick® are encouraging consumers to "Start Fresh" with new Hanes® Underwear T-shirts and Speedstick® Stainguard™.

New Speed Stick® Stainguard™ and Lady Speed Stick® Stainguard™ are available at retailers nationwide. To learn more about this new line, please visit www.speedstick.com and www.ladyspeedstick.com.

About Colgate-Palmolive Company

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, and Ultra Brite®, 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.