



New Speed Stick 24/7 Antiperspirant/Deodorant Offers Non-Stop Protection For Young Men's Busy Lifestyles

Breakthrough High-Performance Antiperspirant/Deodorant Line Offers 24/7 Protection

NEW YORK (Nov. 14, 2002) Speed Stick® 24/7, a revolutionary new high-performance antiperspirant/deodorant line from Colgate-Palmolive, introduces protection that lasts 24/7.

Focusing on young men, Speed Stick® 24/7 antiperspirant/deodorant contains unique, long-lasting odor- and sweat-fighters. This new Speed Stick formulation works non-stop to keep consumers fresher and drier than ever before.

Speed Stick® 24/7 will be offered in three great scents - Icy Surge, Cool Fusion and Fresh Rush - in young men's favorite forms: no-white residue stick and clear gel.¹

Its unique high-performance packaging features high-impact graphics, a grip-like texture and an indented, easy-to-remove cap.

"Growth in the men's underarm protection category is driven by products targeting young men,"²said Sheila Hopkins, Vice President & General Manager, Colgate Personal Care. " Because young men are always on the go, it's important for them to feel confident that their antiperspirant/deodorant is working - all day, all night. Speed Stick 24/7 contains breakthrough technology that no other stick has - unique, sweat-activated freshness ingredients that provide consumers with a perceivable performance advantage -- and packaging with a great high-performance look unique to the category. We know consumers like it - in fact, it was the highest scoring Speed Stick product we've ever tested."³

Speed Stick® U.S. food, drug and mass merchandise stores in January 2003 and be available in a 2.7-oz. stick. Exciting Speed Stick 24/7® fragrances also will be available in a 3.0-oz. gel. Average retail selling price for Speed Stick 24/7® will be \$2.49, on par with Speed Stick® Power of Nature.

A massive, \$20-million 360-degree marketing campaign expected to reach 90 percent of the target market is planned, including new print and television advertising, online media, new event sponsorships, multiple FSIs, targeted couponing, sampling and premium-looking in-store displays. New television advertising from Young and Rubicam begins airing 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

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¹Source: Male UAP Market Study, CP, Internal Data, 1999

²Source: AC Nielsen Co Dollar Sales YTD 2002

³Source: Quantitative Concept Product Test, Bases II, CP Internal Data, 2002