



Colgate Introduces New Line Of Softsoap® Brand Body Wash

Offers A Fragrance-Based Experience At An Affordable Price

New York, NEW YORK, December 10, 1998 - In today's hectic world, every woman deserves a little escape. That's why Colgate-Palmolive is introducing a mood-evoking body wash line from a trusted name at an affordable price. New Softsoap® Brand Body Wash is available in five different variants: Hydrating, Nourishing, Relaxing, Refreshing and Soothing.

Aromatherapy and mood-enhancing products are hot. Unfortunately, many of these products are expensive. New Softsoap® Body Wash offers an experiential bath product at an affordable price. The line features vibrant colors, a soap-free formula that leaves skin feeling clean and smooth, unique moisture beads and indulgent, mood-provoking fragrances, such as Refreshing blue kiwi and Relaxing lavender and chamomile.

"Taking a shower is not just about functional cleansing anymore," says Sheila Hopkins, Vice President and General Manager, Colgate-Palmolive U.S. Personal Care. "The new Softsoap® Body Wash variants are designed to meet consumer needs by offering a range of moods and experiences from Relaxing to Refreshing."

New Softsoap® Body Wash began shipping nationwide to food, drug, and mass merchandisers on August 3, 1998. It is available in 12 oz and 18 oz sizes. Television and print advertising has been created by Young & Rubicam to support the launch.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household 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, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.