



Colgate-Palmolive Brings the Hottest Experiential Consumer Trend to the Mass Market

Indulge your senses with new Softsoap® Aromatherapy Body Wash and Liquid Hand Soap

NEW YORK (August 23, 2002) - One of the hottest consumer trends today is Aromatherapy fragrances in personal care products. Now Colgate-Palmolive is introducing the experiential benefits to the mass market with new Softsoap® brand Aromatherapy Body Wash and Liquid Hand Soap. Softsoap® Aromatherapy is available in an Anti-Stress formula, in soothing purple packaging, containing the essential oils Lavendar, Patchouli, and Ylang Ylang, whose aromas are thought to help soothe and calm. The Energy formula features bright green packaging and includes the essential oils Mandarin, Ginger and Green Tea, which are believed to help lift the spirits and awaken the senses.

"Consumers are leading busier lifestyles, which means they have more stress and less energy. So they are demanding products that do more than simply cleanse and moisturize - they are demanding products that allow to them to indulge and relax," said Sheila Hopkins, Vice President and General Manager, U.S. Personal Care. "New Softsoap® Aromatherapy is giving consumers the desired benefits of Aromatherapy in a product that is both affordable and available at stores everywhere."

Consumers have to spend more than \$12 for Aromatherapy body wash products at specialty outlets and department stores. Now they can buy new Softsoap® Aromatherapy at a suggested retail price of \$3.99 for a 10.15oz. bottle of body wash and \$1.99 for a 7.5 oz. hand soap pump. Softsoap Aromatherapy will be available at mass retailers around the country on September 4, 2002.

Softsoap® is the leading liquid hand soap brand. Softsoap® created the category in 1976 and developed the first antibacterial liquid hand soap in 1985. In 1989, Softsoap® introduced the first antibacterial formula with moisturizers, in 1991 the first antibacterial with extra conditioners, in 1992 the first liquid soap for sensitive skin, in 1993 the first kitchen liquid hand soap, and in 1995 the first pump with patented 3-D graphics.

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 and its product, visit the website at www.Colgate.com.