



New Softsoap Instant Antibacterial Hand Gel Kills Germs On Hands Without Soap Or Water

Instant Antibacterial Hand Gel Category Is Growing As Consumers Become More Aware Of Germs

New York, NEW YORK, January 23, 1998 -- Today the Colgate-Palmolive Company announced the introduction of new Softsoap brand instant antibacterial hand gel. Its special formula kills germs on hands without soap or water.

Consumers worry about coming into contact with germs that can cause illness. It's hard to avoid germs at the ATM machine, the office cafeteria, school, fast food restaurants, public phones and the gym, to name a few places. Unfortunately, consumers can't always get to a sink to wash their hands. Thanks to new Softsoap instant antibacterial hand gel, there's an effective and convenient way to fight germs while on the go.

New Softsoap instant antibacterial hand gel is so effective that it kills 99.9% of most common illness-causing germs. To use, consumers simply apply the product liberally to hands and rub briskly until dry. The gel has light moisturizers to leave hands feeling smooth, never sticky.

Antibacterial products continue to be popular with consumers. And, Softsoap, a name consumers trust, is the first major manufacturer with a hand cleaning heritage to market an antibacterial hand gel.

"The category is really taking off," says Sheila Hopkins, Vice President and General Manager of U.S. Personal Care at Colgate-Palmolive. "Softsoap instant antibacterial hand gel will grow the category because it fills a real consumer need. Rubbing the product on hands kills germs no matter where you are -- no sink needed!"

New Softsoap instant antibacterial hand gel is available in two clean fragrances, Citrus and Fresh. Three convenient sizes -- 2 oz. , 4 oz., and 8 oz. -- make the product easy to keep "on hand" in purses or briefcases, the car, a diaper bag, kids' backpacks and at home. National promotional support will include high value FSIs, in-store demonstrations with pamphlets and valuable coupons, displays with "Try Me" demo pumps, and sampling. Softsoap instant antibacterial hand gel begins shipping nationwide to food, drug, and mass merchandisers on February 2, 1998.

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.