



## **New Speed Stick Power Of Nature Deodorant Offers Powerful Scents And Great Odor Protection**

### **New Deodorant Stick Targets Young Males with Appealing Scents in Product Form They Prefer**

NEW YORK (December 5, 2002) - Colgate-Palmolive is targeting the growth segment in men's underarm protection - young men - with Speed Stick® Power of Nature Deodorant, featuring three powerful scents in the preferred stick form.

Building on the successful launch of Speed Stick® Power of Nature antiperspirant in June 2001, Speed Stick® Power of Nature deodorant offers long-lasting odor protection, what young men say is their #1 reason for buying<sup>1</sup>. And it's offered in the #1 stick form<sup>2</sup>.

Speed Stick® Power of Nature deodorant is available in the same three great scents as the antiperspirant: Lightning - an intense, full-strength scent, Avalanche - an icy cool fragrance and Cyclone - an enduring, fresh scent.

The product evokes powerful, young and active imagery that conveys strength and power and features unique premium packaging that appeals to males ages 15 to 25.

"Not surprisingly, most young men say odor protection is their number one reason for buying deodorant," says Sheila Hopkins, Vice President & General Manager, Colgate Personal Care. "But more than 25 percent will point to fragrance as the most important consideration. Speed Stick® Power of Nature deodorant satisfies both groups with great odor protection qualities and powerful scents young men find fresh and appealing - and in the stick form they prefer."

Speed Stick® Power of Nature deodorant will first arrive in U.S. food, drug and mass merchandise stores in January 2003. It will be available in a 3.0 oz. stick with an average retail selling price of \$2.49, on a par with Speed Stick® Power of Nature antiperspirant. It replaces Speed Stick® Ultimate Deodorant in the product line.

Consumer support will include event sponsorships, multiple FSIs, sampling, ethnic media support and in-store displays.

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](http://www.Colgate.com).

<sup>1</sup>Source: Male UAP Marketing Study, C-P Internal Data 1999

<sup>2</sup>Source: A.C. Nielsen Co., Dollar Sales Male, Full Year 2001