

## **Colgate-Palmolive Names Ian Cook, President of Colgate-U.S. and Javier Teruel, President of Colgate-Europe**

**New York, New York, January 16, 1997...** Colgate-Palmolive today announced the promotion of Ian Cook, 44, to President of Colgate - U.S. and Javier Teruel, 47, to President of Colgate - Europe. Mr. Cook, who had previously held the number two spot in Colgate - U.S. operations, succeeds Lois Juliber, who was recently promoted to Executive Vice President, responsible for all of Colgate's operations in North America and Europe. Mr. Teruel succeeds David Metzler, who was promoted to Executive Vice President, responsible for all of Colgate's operations in Latin America, Asia/Pacific, Africa and Eastern Europe. These appointments are effective March 1, 1997.

Mr. Cook, as Executive Vice President, Marketing, for Colgate - U.S., played an instrumental role in the resurgence of that operation, leading strong business growth across all Colgate categories and directing an unprecedented level of new product activity. Mr. Cook joined Colgate in the U.K. in 1976 and subsequently served as Marketing Director in the Philippines and General Manager in the Dominican Republic and Colgate's Nordic Group, headquartered in Copenhagen. He joined the U.S. Company in 1994.

Mr. Teruel is currently President of Colgate - Mexico where he has done an outstanding job guiding that company through the worst economic downturn in recent Mexican history. Under Mr. Teruel's guidance, Colgate has built market leadership positions in virtually every consumer category in which it competes. Mr. Teruel joined Colgate in 1971 in Mexico and rose to become Marketing Director there. He subsequently served as General Manager in the Dominican Republic and as Vice President of Colgate's Global Body Care Business Development Group before returning to Mexico in 1991.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Care, Fabric Care and Pet Nutrition. Colgate sells its quality products in 212 countries and territories under such internationally recognized brand names as Colgate, Palmolive, Mennen, Kolynos, Ajax, Soupline, Suavitel and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.