



## **Irish Spring® Sport® antibacterial Deodorant Soap**

### **New Irish Spring® Sport® Antibacterial Deodorant Soap Kills The Germs That Can Cause Body Odor And Keeps Them From Coming Back Specifically Designed For People With Active Lifestyles**

**New York, NEW YORK, June 13, 1996** -- The Colgate-Palmolive Company is adding another product to its powerhouse Irish Spring® brand with the introduction of Irish Spring® Sport® Antibacterial Deodorant Soap. Specially designed for people with active lifestyles, new Irish Spring Sport kills the germs that can cause body odors. Its long-lasting deodorant protection is proven to be effective for 8 hours and its great invigorating, contemporary scent leaves active users feeling clean and fresh.

"Fitness-minded men and women will be drawn to Irish Spring Sport because it kills the germs that cause body odors and keeps those germs from coming back," says Susan Verstegen, Marketing Director at Colgate-Palmolive.

Irish Spring Sport Antibacterial Deodorant Soap begins shipping to food, drug and mass merchandisers on July 1, 1996. It will be line priced with Original Irish Spring® and Irish Spring® Waterfall Clean®. A television and print campaign created by Young and Rubicam - New York will begin in September 1996. An aggressive promotion program is also planned.

Colgate-Palmolive is a leading global consumer products company, focusing on the core businesses of Oral Care, Personal Care, Household Surface Care, Fabric Care, and Pet Dietary Care. Colgate markets its products in 194 countries and territories under such strong global brand names as Colgate, Palmolive, Mennen, Softsoap and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.