

New Softsoap® Brand Rainforest Series Takes 3-D Packaging To The Next Dimension

Whimsical animal figures will appeal to the whole family

NEW YORK (Dec. 6, 2001) - First with yet another innovation, Softsoap brand is introducing an imaginative new line of liquid hand soap that gently cleans and protects against germs in a colorful new 3-dimensional packaging look. New Softsoap Rainforest Series Antibacterial Liquid Hand Soap features appealing 3-D animal figures in their "natural" habitat -- a tropical rainforest.

Softsoap Rainforest Series takes liquid hand soap into a new dimension. Three variants feature a panda, monkey and parrot suspended in the bottle against assorted rainforest backgrounds. Softsoap Rainforest Series took five years to develop, and Colgate-Palmolive has an exclusive license to this patented development.

"Consumers described the characters of the Softsoap Rainforest Series as whimsical, unique and fun, and felt that the product might get kids to wash more and with less fuss(1)," says Sheila Hopkins, Vice President & General Manager, U.S. Personal Care for Colgate-Palmolive. "We think it's a great all-family product with broad appeal around the home."

Softsoap has continuously led category innovation with new formulations like Softsoap 2in1 and Softsoap Vitamins as well as the first sensorial experience with Softsoap Fruit Essentials. Softsoap also has led packaging innovation with introductions like Softsoap Aquarium Series with patented technology 3-D inserts, the creation of designer labels and the introduction of new features such as ergonomically designed pumps.

In the liquid hand soap category, packaging has a distinct decorative purpose since it is always displayed and visible on the sink. Packaging is also important to the liquid hand soap category as 25 percent of hand soap purchase decisions are made at the shelf(2).

Softsoap Rainforest will first arrive in U.S. food, drug and mass merchandise stores January 14, 2002. It will be available in a 7.5 oz. pump in the Panda, Monkey and Parrot variants for \$1.99. Consumers will be drawn to the product with exciting in-store displays that bring rainforest scenery to the aisle. Several FSIs also are planned to drive additional trial. The three variants will be sold under one SKU and will utilize the current Softsoap brand Clear refills. For better shelf management, Colgate will be discontinuing the Softsoap Dimensions Series.

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.

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Footnotes:

(1) Softsoap Next Generation Aquarium Packaging Qualitative Research, 4/99.

(2) 1999 Body Cleansing Market Study, Softsoap Big Bang Sales Materials.