



Colgate-Palmolive Introduces A Men's Anti-Perspirant With Continuous Antibacterial Odor Protection

New Speed Stick Ultimate Antiperspirant Has A Breakthrough Formula That Also Goes On Clear And Dry

New York, NEW YORK, December 16, 1997 -- The Colgate-Palmolive Company introduces new Speed Stick Ultimate Anti-Perspirant with continuous antibacterial odor protection.

The advanced formula of new Speed Stick Ultimate answers the call for a state-of-the-art product by addressing a need among men -- antibacterial odor protection. New Speed Stick Ultimate has a "continuous antibacterial protection" formula that kills odor-causing germs and delivers 24 hour protection against sweat and odor. As an added plus, new Speed Stick Ultimate also glides on clear, smooth and dry without a white residue.

New Speed Stick Ultimate will appeal to the substantial younger segment -- males between the ages of 15 and 29. Even with the success of gel products, a significant segment of men still overwhelmingly prefer sticks and they want an anti-perspirant stick that goes on dry without white residue (source: Research on file at Mennen Co.).

Speed Stick Ultimate is available in four new masculine scents -- Northern Ice, Cool Spice, Active Fresh, Sport Talc -- and Unscented. Its new packaging also features eye-catching graphics geared to a younger male audience. The product, which will be priced at parity to original Speed Stick, started shipping to food, drug, and mass merchandisers on September 1, 1997.

Speed Stick Ultimate will be supported by fresh new television advertising campaign from Young & Rubicam. In addition, a strong promotion plan including high-value coupons and extensive sampling began in November.

Speed Stick® is the market leader with 40% share of the male stick segment, outselling its closest competitor by almost 2:1 (source: A.C. Nielsen Co., 3-Outlet Data, EQ Share 12 Mos. Ending 3/97).

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, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.