



## New Irish Spring® Icy Blast Deodorant Soap Invigorates Young Men's Daily Shower Routine

### Colgate-Palmolive Targets Young Men with Newest Irish Spring® Variant

**NEW YORK (Nov. 18, 2002)**- Recognizing that young men want more than basic cleaning from their bar soap, Colgate-Palmolive is introducing Irish Spring® Icy Blast™ deodorant soap, featuring a crisp, cool scent that leaves them feeling clean and refreshed from their shower.

Irish Spring® Icy Blast™ is a rich lathering soap with a great invigorating scent and deodorant protection. Its crisp, cool fragrance, ice blue bar and high-impact packaging capitalize on the fast-growing ice trend with consumers.

Young men are becoming increasingly involved in personal care. They're spending more money on grooming and becoming highly fragrance-involved.<sup>1</sup> In fact, fragrance was cited as the #1 reason for positive purchase interest in Irish Spring® Icy Blast™.

Bar soap is the largest segment of the hand and bath soap category, with deodorant soaps the fastest-growing segment of the bar category itself.<sup>3 4</sup> And Irish Spring® is the #1 brand in the deodorant bar soap segment with men, delivering on such key category drivers as refreshing qualities, a great fragrance and deodorant protection.<sup>5</sup>

"Young men want more from their bar soap than basic cleaning," says Sheila Hopkins, Vice President & General Manager, U.S. Personal Care for Colgate-Palmolive. "They're interested in deodorant protection and more contemporary fragrances. They want products like Irish Spring® Icy Blast™ because it leaves them feeling invigorated, clean and smelling great."

New Irish Spring® Icy Blast™ is the latest addition to the Irish Spring® portfolio, which includes Irish Spring® Original, Irish Spring® Fresh™, Irish Spring® Sport™, Irish Spring® Aloe™ and Irish Spring® Vitamins.

Irish Spring® Icy Blast™ begins arriving at food, drug and mass merchandisers in January 2003. The product will be available in a 4.5-oz. bar and 3-, 6-, 8- and 12-bar packs, with retail average selling prices of \$1.99, \$3.89, \$4.99 and \$5.89, respectively. The product will be priced parity to other Irish Spring variants.

Irish Spring® Icy Blast™ will be launched with a support plan that includes television and print advertising, targeted sampling, multiple FSIs, ethnic promotions and high-impact, in-store displays. New advertising will break in March 2003.

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, 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: 2001 Gallup Focus Report; Colgate-Palmolive Harrison Report 1999; "The Men's Grooming Report", HAPPI October 2001

<sup>2</sup>Source: Icy Blast BASES 2002

<sup>3</sup>Source: A.C. Nielsen Food, Drug, Kmart, Target, Other Mass (excludes Wal-Mart) Dollar Sales 12 months ending 5/25/02

<sup>4</sup>Source: A.C. Nielsen Food, Drug, Kmart, Target, Other Mass (excludes Wal-Mart) Dollar Sales and Dollar Share vs. YA, YTD period ending 5/25/02

<sup>5</sup>Source: C-P Irish Spring Equity Expansion: Young Men's Grooming Study