



Lady Speed Stick® Invisible Dry™ anti-perspirant

New Lady Speed Stick® Invisible Dry™ Addresses Number One Problem Women Have With Stick Anti-Perspirants First White Stick Anti-Perspirant That Doesn't Leave Behind A White Residue

New York, NEW YORK, December 16, 1996 -- The Colgate-Palmolive Company is the first anti-perspirant manufacturer to address the number one problem women have with their white stick anti-perspirants -- the white residue they leave behind.

Using new state-of-the-art technology, Lady Speed Stick® Invisible Dry™ anti-perspirant gives consumers all day protection against wetness and odor in the stick form they prefer without leaving behind a white residue.

"There is a strong consumer demand for no-white residue anti-perspirant products," says Michael Sload, Marketing Manager at Colgate-Palmolive. "Many women are dissatisfied with current no-white residue products like gels, clear sticks and roll-ons because some products may go on sticky, and be less effective."

Lady Speed Stick Invisible Dry glides on silky smooth and silky dry -- not wet, sticky or tacky like some other no-white residue products. It delivers the maximum protection of original Lady Speed Stick, featuring the same micro-encapsulated formula that releases scent throughout the day when a woman perspires, renewing its odor protection.

Lady Speed Stick Invisible Dry began shipping to drug, grocery and mass merchandisers on September 30, 1996. It is available in 1.4 oz. sticks in the following fragrances: Powder Fresh, Scented, Unscented and New Shower Fresh. It will be parity priced to original Lady Speed Stick and will be supported by an \$8 million national TV campaign from Young & Rubicam beginning in December 1996. A strong promotion plan including coupons and sampling also begins in December.

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.