

Introducing New SoftSoap® Brand Naturals Moisturizing Body Wash

Products indulge the skin with the goodness of milk and help to retain its natural moisture

NEW YORK (Jan. 11, 2002) - Softsoap is revolutionizing the moisturizing body wash segment with the introduction of new Softsoap Naturals Moisturizing Body Wash. Enriched with pure milk proteins and natural milk extracts, this new line of products helps the skin retain its natural moisture.

While moisturizing is the largest segment of the body wash category, the experiential segment is the fastest growing. There is still opportunity for growth in the moisturizing segment(1) as current products have basic fragrances and packaging and consumers perceive traditional moisturizing products as old fashioned and boring(2).

Now Softsoap will revitalize the segment by capitalizing on key consumer interests in moisturizing and the latest fragrance trends, delivering new product lines that are value-added and differentiated for consumers. For example, products with natural ingredients are a key trend in department and specialty stores. Consumers are currently spending more than \$20 per bottle in department stores and more than \$9 per bottle in specialty stores for products touting natural ingredients.

New Softsoap brand Naturals Moisturizing Body Wash is available in two variants. The Milk & Honey variant, enriched with the natural extracts of milk and honey, leaves skin feeling moisturized, soft and healthy-looking. The Pure Milk Proteins variant, enriched with extracts of pure milk proteins, leaves even sensitive skin feeling soft, moisturized and healthy-looking.

"Softsoap Naturals Moisturizing Body Wash fulfills consumer needs," says Sheila Hopkins, Vice President & General Manager, U.S. Personal Care for Colgate-Palmolive. "Moisturizing and fragrance are key category drivers for women(3). Softsoap Naturals merges the moisturizing benefit with great fragrances, makes skin feel soft and smooth and provides a sensorial experience to food, drug and mass consumers. The introduction also adds excitement to the moisturizing segment with a product that is more youthful and fun than traditional body washes."

Consumers around the world are drawn to the milk concept and like the product: the Palmolive Naturals Milk Shower Gel line is now the largest in the company's European portfolio.

Softsoap has revolutionized the body wash category through innovation. It was the first brand to launch a clear product with moisture beads, pioneering the experiential segment. Softsoap has also proven its ability to attract new users to the category with the first successful launch of a male body wash, as well as being first to bring premium fragrances and imagery to traditional retail outlets. Softsoap also has a history of creating products with superior technology, like the recent introduction of Softsoap Vitamins.

New Softsoap Naturals Moisturizing Body Wash first arrives at food, drug and mass merchandisers nationwide in January 2002. It will be available in 12 oz., 18 oz. and 24 oz. sizes in Milk and Honey and Pure Milk Proteins variants. It will be priced parity to the existing Softsoap Body Wash line with retail average selling prices of \$3.99, \$4.99 and \$5.99, respectively. The new packaging features graphics that emphasize the naturalness of the products.

Softsoap Naturals Moisturizing Body Wash will be launched with strong consumer support including television advertising, sampling, FSIs, in-store displays, event marketing, internet programs and ethnic promotions. New advertising from Young & Rubicam begins in April 2002.

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)A.C. Nielson Co., 3-Outlet Dollars 2001 thur June, dollar share and dollar percentage change vs. YAG.

(2)Research on file at Colgate-Palmolive, 2001.