



Colgate-Palmolive Introduces New Fab Rainforest Laundry Detergent

Delivers A Sensorial Experience With Its Fresh, Clean Scent And Explosive Graphics

New York, NEW YORK, May 1, 2000 - The Colgate-Palmolive Company has just announced the introduction of New Fab Rainforest. This unique, new sensorial laundry detergent boasts a fresh, clean fragrance, explosive Rainforest graphics and a cool blue bottle. Its new formula has a thick liquid consistency and great cleaning performance. New Fab Rainforest powder is also formulated for both top and front loading machines.

The Heavy Duty Detergent category is huge at \$5.5 Billion⁽¹⁾. That translates to \$55 per household per year⁽²⁾. Liquid sales have been growing, due to the fact that liquids are easier to use, have no residue issues and the fact that they drive category growth with a faster use-up rate. Within the Heavy Duty Detergent Category, Original and Bleach variants are pacing with category growth, the Free & Clear segment is flat and declining versus the category, but Fragrance is hot, taking over 11% of the market in just two years⁽³⁾.

"Consumers continue to demand value added products like fragrance extensions," says Francois de Saint Perier, General Manager, US Fabric Care. "Fragrance is the #2 benefit in the category and communicates efficacy. With the imagery-driven fragrance of the Rain Forest, we hope we will make the chore of doing laundry more pleasurable."

The Fab Rainforest bundle is a proven winner with a successful launch in Australia. Consumer test results in the U.S. were exceptional for this new product.

In recent years, the home fragrance market has exploded and scent and image-driven personal products have moved from the specialty stores to the mass outlets. Colgate's own Palmolive Spring Sensations dishwashing liquids were the first products in the dish cleaning category to introduce imagery-driven fragrances to make washing the dishes a more pleasant experience. With three bright new dish liquid colors, creative label photography, unique fragrances and a highly efficacious formula, Palmolive Spring Sensations provide a refreshing alternative to consumers who are attracted to scent-driven home and personal care products. The product, which was introduced in September 1999, has been so successful it has driven Colgate's share of the dishwashing market to an all-time high of 44.5⁽⁴⁾.

New Fab Rainforest is available in powder form as well as 50 oz and 100 oz liquid sizes. It is line priced by size with all Fab variants and replaces Fab Sensitive Skin. Fab Rainforest began shipping to food, drug and mass merchandisers April 3, 2000. Marketing support will include newspaper inserts, in-store couponing, account specific programs and Hispanic events.

Colgate-Palmolive Fabric Care brands include Fab, Ajax and Dynamo. All brands have base and bleach variants.

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.

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(1) Source: A.C. Nielsen

(2) Source: A.C. Nielsen

(3) Source: A.C. Nielsen EQ Units, 1997-1999

(4) Source: A.C. Nielsen, Total US Food and Mass Outlets Dollar Share, February 2000.