

## **Colgate Total® Joins the American Diabetes Association® and Award-Winning Producer Randy Jackson to Share the Everyday Reality of Living with Diabetes**

November 12, 2018

### **Campaign Looks to Everyday Life to Ignite a Conversation Around Daily Diabetes Management**

NEW YORK, Nov. 12, 2018 /PRNewswire/ -- Every morning, 23 million Americans living with diabetes must make careful decisions to manage their daily living: what to eat, what to drink, how to exercise – and even what toothpaste to use. During the month of November, American Diabetes Month®, the American Diabetes Association® is conducting a new "Everyday Reality" campaign to bring greater awareness to these daily challenges and build support for those living with the disease.



Colgate Total®, a long-standing partner of the American Diabetes Association®, is sponsoring this new campaign to also draw attention to the important connection between diabetes and gum disease; this year partnering with the award winning producer Randy Jackson to help spread the word.

"Living with type-2 diabetes for almost two decades has changed my everyday reality both on and off stage," says Randy Jackson. "Like everyone else, the health of my teeth and the rest of my mouth is critical, so the link between my diabetes and an increased risk for gum disease requires me to pay extra attention to keeping it healthy."

According to the Centers for Disease Control and Prevention, people with diabetes are twice as likely to develop gum disease<sup>1</sup>, which can begin with the more common swelling and bleeding of the gums – the telltale signs of gingivitis.

While living with diabetes often means changes in almost every routine, which adds to some daily challenges, when it comes to oral care a simple switch can have meaningful benefits. According to dental experts, active oral care routines, such as brushing with an anti-gingivitis toothpaste, are among the best ways to protect against the development of gum disease. The unique formula of Colgate Total® toothpaste is unsurpassed in its ability to prevent and reverse gingivitis, making it a helpful ally for those at greater risk for gum disease, such as people with diabetes.

"Especially because I know I'm at a higher risk for gum disease, I use Colgate Total every day because it can prevent or reverse gingivitis, making it an easy choice for me in managing one of the everyday challenges of my diabetes," said Jackson.

For more information about the "Everyday Reality" of living with diabetes, and to learn how you can help raise awareness and support the diabetes community, visit [diabetes.org/everydayreality](http://diabetes.org/everydayreality) or [www.Colgate.com](http://www.Colgate.com). And follow the #EverydayReality conversation on @Colgate, @AmDiabetesAssn and @RandyJackson.

#### **About Colgate-Palmolive**

Colgate-Palmolive (CL) is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as

Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom's of Maine, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's web site at [www.Colgate.com](http://www.Colgate.com). To learn more about Colgate's global oral health education program, Bright Smiles, Bright Futures™, please visit <http://www.colgatebsbf.com>.

#### About the American Diabetes Association

Approximately every 21 seconds, someone in the United States is diagnosed with diabetes. Nearly half of the American adult population has diabetes or prediabetes, and more than 30 million adults and children are living with the disease. The American Diabetes Association (ADA) is the nation's leading voluntary health organization on a mission to prevent and cure diabetes, as well as improve the lives of all people affected by the disease. For nearly 80 years, the ADA has driven discovery by funding research to treat, manage and prevent all types of diabetes, while working relentlessly for a cure. Magnifying the urgency of this epidemic, the ADA works to safeguard policies and programs that protect people with the illness, those at risk of developing diabetes and the health care professionals who serve them by initiating programs, advocacy and education efforts that can lead to improved health outcomes and quality of life. To learn more or to get involved, call 1-800-DIABETES (1-800-342-2383) or visit us at [diabetes.org](http://diabetes.org). Information is available in [English](#) and [Spanish](#). Join the conversation with us on [Facebook](#) (American Diabetes Association), [Twitter](#) (@AmDiabetesAssn) and [Instagram](#) (@AmDiabetesAssn).

<sup>1</sup>Centers for Disease Control: [http://www.cdc.gov/diabetes/pubs/pdf/ndfs\\_2011.pdf](http://www.cdc.gov/diabetes/pubs/pdf/ndfs_2011.pdf)



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