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Spring Clean Your Health, Not Just Your Home With Colgate Total®

NEW YORK, NY - The changing of the seasons is often a time of renewal, especially with the start of spring. As people look to reduce the clutter from their lives, it's important to remember that kicking healthy habits up a notch is just as important as tidying up your home. A healthy mouth is key to a healthy body and brushing twice a day with Colgate Total® toothpaste is one of the easiest ways to improve your overall mouth health.

To empower individuals and their families to take charge of their health and achieve a successful spring cleaning from the "inside-out", Dr. Natalie Strand, MD, Anesthesia and Pain Management Expert, dLife Patient Champion and winner of "The Amazing Race", is sharing a few healthful tips on behalf of Colgate Total®:

- **Relax, Don't Just Rest** - Stress is a huge contributor to poor health, but many people don't know how to manage it. People often mistake resting for relaxing, but it's not the same. Learn some stress reducing techniques such as progressive muscle relaxation or meditation.
- **Get Seasonal** - Check out your local farmer's market. Buy seasonal foods and try to incorporate them in your meals every day. Seasonal produce is more flavorful and densely packed with nutrients.
- **Make Exercise Fun** - Spring is the perfect time of year to combine exercise with social activities. Be creative to get endorphins pumping and think of things to do with friends such as taking a salsa class, archery lessons, or an evening walk around the neighborhood.
- **Get a Spring Tune-up** - Doctor's appointments are important, but often pushed to the wayside. Make a list and schedule all your appointments at once: yearly check-ups, dental exams and cleanings, eye exams, etc.
- **Improve Your Mouth Health** - You're already brushing your teeth twice a day, so make the switch to using oral care products that do more than just protect, but can actually help improve the health of your mouth. Using the Colgate Total® regimen is proven to eliminate fifteen times more bacteria[1] and improve mouth health[2] in two weeks. It's a simple change with a powerful impact.

"Colgate is committed to providing people with simple solutions to protect and improve the health of their mouth," states Philip Durocher, Vice President & General Manager, U.S. Oral Care Marketing, Colgate-Palmolive. "That's why the Colgate Total® line offers a complete oral care regimen that when used together, provides the ultimate protection to maintain a healthy mouth."

The Colgate Total® regimen includes Colgate Total® Advanced Toothpaste, Colgate Total® Advanced Pro-Shield™ Mouthwash and the Colgate 360® Total® Advanced Floss-Tip Toothbrush. For more information on ways to spring clean your health and the Colgate Total® regimen, please visit www.ColgateTotal.com.

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About Colgate-Palmolive

Colgate-Palmolive 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, Sanex, 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 website at www.Colgate.com. To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>.

About Colgate Total® Products

The Colgate Total® line features a broad portfolio of products that provide a range of oral care benefits. Each product has a formula that helps improve the health of your mouth, to make you confident you are taking better control of your oral care. Colgate Total® toothpaste has an antibacterial formula clinically proven to actively fight plaque germs for 12 hours. It is the only toothpaste both approved by the U.S. Food and Drug Administration (FDA)* and accepted by the American Dental Association to fight plaque and gingivitis. Colgate Total® toothpaste also is the number-one toothpaste recommended most by dentists and hygienists.

*Colgate Total® toothpaste is approved through the New Drug Application process to help prevent plaque, gingivitis and cavities. Not approved for the prevention or treatment of serious gum disease or other diseases.

About Dr. Natalie Strand

Dr. Natalie Strand MD is an interventional pain management physician focused on a holistic, multi-disciplinary approach to

patient care. She is currently the director of integrative medicine at Freedom Pain Hospital, in Scottsdale, Arizona. She completed medical school, internship and fellowship at the Mayo Clinic. She completed her residency at UCLA. She gained national attention as the inspirational half of the winning team on season 17 of the CBS series The Amazing Race. Dr. Natalie Strand has worked closely with the Juvenile Diabetes Research Foundation, American Diabetes Association and dLife to promote exercise and healthy living among people living with diabetes.

[1] vs. a non-bacterial control regimen

[2] fights germs, fortifies enamel, and improves gum health