



Introducing New Colgate® Sensitive Maximum Strength Toothpaste

A Breakthrough In The Care Of Sensitive Teeth Clinically Proven To Be Significantly More Effective Than Sensodyne^{*(1,2)}

New York, NEW YORK, January 13, 2000 -- Steaming hot minestrone. Iced coffee. Chocolate chip ice cream. For some, these may be delicious to eat. For people with sensitive teeth, they can be recipes for pain.

The Colgate-Palmolive Company announces the introduction of an advanced, new toothpaste to help people suffering with sensitive teeth. New Colgate® Sensitive Maximum Strength Toothpaste contains a breakthrough, dual-formula technology that delivers maximum strength⁽³⁾ relief to soothe sensitive teeth, fights cavities with fluoride and has a refreshing, clean mint taste.

Colgate-Palmolive, which introduced the revolutionary toothpaste Colgate® Total® and Colgate® Total® Fresh Stripe™, has done it again! New Colgate® Sensitive Maximum Strength Toothpaste has been under development for over 5 years and represents a major advance in the care of sensitive teeth. In fact, Colgate® Sensitive Maximum Strength Toothpaste is clinically proven, in two major clinical studies, to be significantly more effective than Sensodyne in relieving the pain from sensitive teeth^(1,2). New Colgate® Sensitive Maximum Strength Toothpaste is also clinically proven to provide fast-acting relief⁽⁴⁾. With regular use, it provides long-lasting protection against sudden sensations from hot, cold and sweet foods.

The sensitive segment of the toothpaste category is a big dollar opportunity as sensitive dollars are growing faster than the category⁽⁵⁾. Currently, 25 percent of the U.S. adult population is estimated to experience tooth hypersensitivity⁽⁶⁾. But, almost half of these people currently do not use a sensitive toothpaste⁽⁶⁾. This represents over 20 million potential new users!

"Sensitive toothpaste technology hasn't really changed in over 30 years, until now," says Steven Sorrel, Senior Product Manager, Colgate U.S. Oral Care - New Products. As the technology leader in toothpaste, Colgate has invested heavily in research and development to bring this advanced new product to market.

"Colgate® Sensitive Maximum Strength Toothpaste has been under development for many years and represents a breakthrough in the care of sensitive teeth," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care.

Toothpaste category dollars continue to grow⁽⁷⁾ and premium-priced, new products are driving that growth. "Colgate® Sensitive Maximum Strength Toothpaste provides retailers with a terrific new product, at a higher dollar ring, in a fast-growing, high profit segment," says Harrison. Colgate is the market leader in toothpaste dollar share⁽⁸⁾ and is leading the way with technologically innovative new product introductions like Colgate® Total® (1998), Colgate® Total® Fresh Stripe™ (1999) and in the year 2000 with new Colgate® Sensitive Maximum Strength Toothpaste.

Colgate® Sensitive Maximum Strength Toothpaste is available in a 4 oz size and begins shipping to food, drug and mass merchandisers on February 7, 2000. It will be supported with a comprehensive marketing effort. To generate consumer awareness, advertising will begin in April 2000 and provide full-year coverage utilizing TV, print and Internet media. In addition, coupons and direct mail promotional programs will be offered to drive consumer purchase.

Dental Professional recommendations will also be a key driver of retail sales. Similar to the plans implemented for the successful launch of Colgate® Total®, Colgate plans to execute an extensive dental professional marketing campaign designed to make Colgate® Sensitive Maximum Strength Toothpaste the #1 professionally recommended sensitive toothpaste.

Concurrent with the launch of Colgate® Sensitive Maximum Strength Toothpaste, Colgate is introducing a partner toothbrush; the new Colgate® Sensitive Toothbrush. With its silky soft bristles, compact head, flexible neck and rubber thumb grip, the Colgate® Sensitive Toothbrush is designed to gently clean sensitive teeth and minimize pressure on gums.

"In fact, this brush was designed with input from dental professionals," says Natasha Chen, Marketing Manager, Colgate U.S. Oral Care - Toothbrushes.

Colgate will be supporting the new Colgate® Sensitive Toothbrush with high-value consumer incentives and in-store displays with Colgate® Sensitive Maximum Strength Toothpaste. Professional recommendations will also help drive retail sales of the new toothbrush. Colgate has a strong professional marketing program in place and expects dentists and hygienists to highly recommend the new Colgate® Sensitive Toothbrush. In addition, Colgate is recommending that retailers shelve the new toothbrush in the specialty toothbrush section of their stores since consumers, with unique oral care needs, shop the specialty oral care section.

With the introductions of Colgate® Sensitive Maximum Strength Toothpaste and the Colgate® Sensitive Toothbrush, Colgate will further strengthen its leadership position and continue to remind consumers and dental professionals that Colgate is the technology leader in oral care.

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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Footnotes:

* Sensodyne® is a registered trademark of Dentco, Inc.

1. Sowinski J, et al. Comparative investigation of the desensitizing efficacy of a new dentifrice vs. Sensodyne® Fluoride Toothpaste. Data on file, Colgate-Palmolive Co.
2. Schiff T, et al. Comparative investigation of the desensitizing efficacy of a new dentifrice vs. Sensodyne® Fluoride Toothpaste. Data on file, Colgate-Palmolive Co.
3. Contains 5% potassium nitrate (FDA required amount) for hypersensitivity
4. Clinical study indicates onset of relief in 10 days. Data on file, Colgate-Palmolive Co.
5. A.C. Nielsen Co., US Food/Drug/Mass, 52 weeks ending 11/20/99
6. Omnibus Study 5/98
7. A.C. Nielsen Co., US Food/Drug/Mass 1995-1999 projected
8. A.C. Nielsen Co., US Food/Drug/Mass week ending 11/20/99