



Colgate Introduces A Battery-Powered Toothbrush For A Superior Clean To An Ordinary Manual Toothbrush

New Colgate® Actibrush™ Toothbrush Is Priced Under \$20 Making It Affordable To More Consumers

NEW YORK (May 26, 2000) - As consumers become increasingly aware of the need to maintain healthy teeth and gums, they search for new products to help them do so. Many have looked to powered toothbrushes as an oral care alternative but have been discouraged by the high price of the rechargeable products currently on the market.

That's about to change with Colgate-Palmolive's introduction of its new battery-powered Colgate Actibrush. This toothbrush is clinically proven to clean better than an ordinary manual toothbrush and is also effective in helping prevent gum disease. The new Colgate Actibrush toothbrush retails for approximately \$19.99 and requires no plugs or recharging -- making it completely portable!

"The affordable price of the Colgate Actibrush will allow more consumers to enjoy the oral care benefits of a powered toothbrush," says Suzan Harrison, Vice President & General Manager, US Oral Care for Colgate-Palmolive. "It's battery-operated - making it very easy to take along on vacation or a business trip. Just toss it in your suitcase, no need to worry about bringing cords or power packs."

Colgate Actibrush has a small, round compact head with soft cup-shaped bristles designed to help clean individual teeth. The head oscillates over 8,000 times per minute, allowing the brush to remove more plaque than an ordinary manual toothbrush. Colgate Actibrush is gentle on teeth and gums and safe for everyday use by both adults and children.

Colgate Actibrush is truly portable - ready to use whenever you need it. It comes with two AA Energizer® batteries, which last for approximately 250 uses (about 3 months of brushing). There is no need for adapters or recharging, and it is completely waterproof. Colgate Actibrush also has its own compact, plastic case so it is convenient to take along everywhere.

Colgate Actibrush and Replacement Packs (containing two replacement brushes with colored rings for easy identification) began shipping to food, drug and mass merchandisers nationwide on May 1, 2000. Colgate Actibrush sells for about \$19.99 and the Replacement Packs sell for about \$9.99. The launch will be supported with a comprehensive marketing effort, including new advertising from Young & Rubicam beginning in June 2000.

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.