



June 25, 2013

## **Colgate Breaks the Guinness World Records® Record For "Most People Using Mouthwash Simultaneously" While Creating Smiles for Make-A-Wish®**

NEW YORK, NY (June 25, 2013) - Today, the GUINNESS WORLD RECORDS® record for the "Most people using mouthwash simultaneously" was broken by Colgate at 12:30 p.m. EDT in New York's Times Square. 1,142 consumers, along with TV host and actress, Stacy Keibler, simultaneously swished with new Colgate Total® Advanced Pro-Shield™ Mouthwash while supporting Make-A-Wish®, an organization that creates thousands of life-changing moments by granting the wishes of children with life-threatening medical conditions.

"It was a pleasure to witness and help break a GUINNESS WORLD RECORDS® record with Colgate Total® Mouthwash as a part of today's "A Wish For A Swish" event, which helped support Make-A-Wish, an organization very close to my heart," said Stacy Keibler.

To celebrate the launch of Colgate Total® Advanced Pro-Shield™ Mouthwash, Colgate teamed up with Make-A-Wish to encourage consumers to "swish" for a difference. As part of "A Wish For A Swish", Colgate donated \$1.00 (USD) to Make-A-Wish for every participant in attendance. Colgate will continue its support by donating \$1.00 (USD) for every "post-swish" smile uploaded to the Colgate® Facebook page ([www.Facebook.com/Colgate](http://www.Facebook.com/Colgate)) until Monday, July 1 with a minimum donation of \$50,000 up to a maximum of \$60,000<sup>1</sup>.

"On behalf of the wish kids we serve and their families, we are so thankful for the generous support of Colgate and everyone who participated in the "A Wish for a Swish" event," said David Williams, president and CEO of Make-A-Wish America. "Thank you to those who attended today's record attempt and to the consumers who continue to upload smiles online. Because of your help, we'll be able to create many more smiles on the faces of wish kids around the country."

"We're thrilled that we made a big splash with the launch of Colgate Total® mouthwash by breaking a GUINNESS WORLD RECORDS® record while supporting Make-A-Wish," said Philip Durocher, Vice President & General Manager, U.S. Oral Care Marketing, Colgate-Palmolive. "At Colgate, we believe in happy, healthy smiles. Along with Colgate Total® toothpaste and toothbrush, adding Colgate Total® Advanced Pro-Shield™ Mouthwash to your oral care routine is a simple step to achieve a happy and healthier mouth."

New Colgate Total® Advanced Pro-Shield™ Mouthwash is now available at mass retail, drug and grocery stores nationwide. For more information, please visit [www.colgatetotal.com](http://www.colgatetotal.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) to prevent gingivitis\* 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. Not approved for the prevention or treatment of serious gum disease or other diseases.

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

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 web site at [www.Colgate.com](http://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 Make-A-Wish®**

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can have positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Based in Phoenix, Make-A-Wish is one of the world's

leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 25,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 38 minutes. It has granted more than 226,000 wishes since its inception in 1980; nearly 14,000 in 2012 alone. Visit Make-A-Wish at [wish.org](http://wish.org) to learn more.

[1] <sup>1</sup>For every participant who attends the Colgate 'A Wish for a Swish' event in New York's Times Square on June 25, 2013 and every photo upload to Facebook.com/Colgate from June 13 - July 1, 2013, Colgate will donate \$1.00 (USD) to Make-A-Wish , with a minimum donation of \$50,000 up to a maximum of \$60,000. For more information visit [wish.org](http://wish.org)