



## Colgate-Palmolive Introduces Colgate Wisp

NEW YORK, NEW YORK (April 6, 2009) -- Colgate-Palmolive, the world leader in oral care, introduces Colgate® Wisp™ - a single-use mini-toothbrush with a breath freshening bead. It offers a just brushed clean, anytime, anywhere - no water or rinsing required.

Colgate® Wisp™ has unique bristles which gently remove food and plaque from between teeth to give you a just brushed clean. As you brush, a refreshing liquid filled bead releases a burst of freshness in your mouth. No need for water or rinsing - you can truly brush on-the-go.

### Use It Anytime, Anywhere

Whether you're in the office, getting off a plane or on a date, the Colgate® Wisp™ single-use mini-toothbrush is easy to keep on hand whenever you need it. Smaller than a lipstick or a car key, Colgate® Wisp™ fits in a pocket or purse and is conveniently packaged in a portable case for on-the-go cleaning and breath freshening.

"We are very excited to announce this breakthrough innovation and offer consumers a convenient way to both clean and freshen their mouths on-the-go," said Spencer Pingel, Colgate-Palmolive, U.S. Oral Care. "Whether a consumer is looking to freshen their breath after a meal or to remove that filmy feeling after a cup of coffee, Colgate now offers the perfect portable, effective solution."

Available in Peppermint, Spearmint and Cinnamon, Colgate® Wisp™ will be available in the oral care aisle at retailers nationwide beginning in April 2009. The suggested retail price is \$2.39 for a 4-pack and \$7.99 for a 16-pack.

### About Colgate-Palmolive

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® Brand, Murphy® Oil Soap, and Ultra Brite®, as well as Hill's® Science Diet® and Hill's® Prescription Diet® pet foods. For more information about Colgate-Palmolive and its products, visit the company's web site at [www.Colgate.com](http://www.Colgate.com).