



## Colgate-Palmolive Introduces Breakthrough Solution to Help the Millions of U.S. Consumers Suffering From Tooth Sensitivity

NEW YORK, NY (August 2, 2011) - Colgate-Palmolive proudly introduces Colgate® Sensitive Pro-Relief™ toothpaste, a major advance in the treatment of tooth sensitivity. With its exclusive formula, this breakthrough toothpaste offers faster relief to the 40 million consumers in the U.S. that suffer from tooth sensitivity.<sup>1</sup>

"Sensitivity is more than just an inconvenience, it's a common condition that can cause unwanted pain," said Dr. William DeVizio, VP, Global Technology, Colgate-Palmolive. "New Colgate® Sensitive Pro-Relief™ toothpaste is clinically proven to deliver faster and long-lasting sensitivity relief versus a leading sensitive toothpaste. Its proprietary formula penetrates to the source of pain, the nerve, to soothe the pain faster, shielding the nerve to prevent the pain from coming back."

Tooth sensitivity is an oral condition that affects up to 57% of consumers worldwide.<sup>3</sup> Cold air, a hot drink or a sweet dessert can trigger acute sensitivity pain. Likewise, the touch of a dental instrument can make routine dental visits unbearable. This discomfort may lead sensitivity sufferers to avoid regular check ups - neglect that can result in a progression of oral care problems. Colgate® Sensitive Pro-Relief™ empowers consumers to treat and prevent their sensitivity symptoms, helping to eliminate the fear of sensitivity pain.

"Building on the success of its companion in-office professional product, Colgate® Sensitive Pro-Relief™ toothpaste offers an innovative approach to treating tooth sensitivity and will help consumers control their tooth sensitivity and live life to the fullest," said Nigel Burton, President, Global Oral Care, Colgate-Palmolive.

As a global leader in oral care, Colgate-Palmolive continues to deliver solutions that address serious oral conditions, helping to improve the oral health and well-being of consumers worldwide. The launch of Colgate® Sensitive Pro-Relief™ toothpaste extends Colgate-Palmolive's technology leadership to the sensitive segment and will revolutionize the way millions of consumers treat and prevent sensitivity pain.

Colgate® Sensitive Pro-Relief™ toothpaste is now available at mass retailers, grocery and drug stores nationwide. For more information about Colgate® Sensitive Pro-Relief™ toothpaste, please visit [www.colgatesensitiveprorelief.com](http://www.colgatesensitiveprorelief.com).

### 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, 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's global oral health education program, Bright Smiles, Bright Futures™, please visit <http://www.colgatebsbf.com>.

### REFERENCES

<sup>1</sup>Chu et al. Dentin hypersensitivity and its management. General Dentistry, March/April 2011, p. 115-122.

<sup>2</sup>Faster vs. the best-selling Sensodyne variant, Sensodyne Extra Whitening toothpaste. Lasting relief with continued use. Based on studies of 8 weeks duration. Colgate-Palmolive, Data on File.

<sup>3</sup>Addy M. Dentine hypersensitivity: new perspectives on an old problem. Int Dent J. 2002;52:367-375