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## Health Coach Dr. Roshini Raj and Colgate Total® Team up to Offer Women Simple Ways to Take Charge of Their Health in 2013

NEW YORK, NY (January 14, 2013) - The new year is time for clean slates, fresh starts and new beginnings. It's also the time for big, lofty New Year's resolutions and by now many people have officially made theirs for 2013. A new WebMD survey revealed that nearly 40% of women make a health-inspired resolution each January, with 60% of them dropping their New Year's goals by March 31. Yet of those surveyed, only 14% of women are successful in accomplishing their goals for the full year.

"Many women establish goals that are overly ambitious and require major changes in behavior," said health coach and practicing physician Dr. Raj. "Actually, women can start taking charge of their health with just a few small tweaks in their lifestyle." In fact, an overwhelming 81% of women said the most motivating way to stay on course would be to follow small, achievable tips and advice that would make a measurable impact on their health.

Dr. Raj, in collaboration with Colgate Total®, has developed tips that are easy and, more importantly, achievable to help keep women on track for a better, healthy lifestyle in 2013. "We know that maintaining a healthy routine can be challenging. That's why we've teamed up with Dr. Raj to show how even the smallest changes can yield positive results," states Philip Durocher, Vice President & General Manager, U.S. Oral Care Marketing, Colgate-Palmolive. "One simple step is to take charge of your health by making your mouth health a priority. You're already brushing; it's just a matter of switching to a toothpaste that does more than just protect, but can actually help improve mouth health. Colgate Total® toothpaste does just that - it reduces dental plaque germs in 12 hours<sup>1</sup> and helps improve gum health in four weeks.<sup>2</sup> It's a simple change with a powerful impact."

Other tips Dr. Raj recommend include physical and mental health solutions:

- **Disconnect** - Put away the TV remote and other gadgets. Disconnect and spend some time reading or taking a walk in the local park. Try to get in 90 minutes of technology-free time every day.
- **See the Doctor** - Many of us just go to the doctor when we aren't feeling well. Schedule a doctor's visit when you are feeling fine to get in your annual physical and check up.
- **Bring the Gym** - When traveling, it can be hard to stay active and hit the gym. Pack a jump rope or resistant bands to work out in your hotel room. Or ask the hotel if there is other portable workout equipment they can bring to your room for a personal workout session.

### About Colgate Total® Products

Colgate Total® offers 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 germs for 12 hours. It is the only toothpaste both approved by the U.S. Food and Drug Administration (FDA) to prevent gingivitis<sup>3</sup> 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.

### 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, 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.colgatepalmolive.com](http://www.colgatepalmolive.com). To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>. CL-C

### About Dr. Roshini Raj, MD

Dr. Roshini Raj, MD is board certified in Gastroenterology and Internal Medicine, with a medical degree from New York University School of Medicine and an undergraduate degree from Harvard College. She is currently a Today show medical contributor and Medical Editor of Health magazine. She has been quoted in *The New York Times*, *The Wall Street Journal*, *Cosmopolitan*, *Men's Health*, *Fitness* and other publications on the state of healthcare issues and health news of the day.

Survey Methodology: The survey was conducted online by WebMD from December 17-26, 2012, among a sample of U.S. women, age 18 and older. The sample size of the survey is 6,035 U.S. women.

<sup>1</sup> vs. regular, fluoride toothpaste 12 hours after brushing; Fine H et al. (2006) J Am Dent Assoc 137: 1406-1413

<sup>2</sup> Results improve with continued, twice daily use, shown in 6 month clinical studies; Report by Y Li (Oct 2012)

<sup>3</sup> Colgate Total® is approved by the FDA to aid in the prevention of cavities, plaque and gingivitis. It has not been approved for the prevention or treatment of periodontitis or other diseases.