



Introducing New Colgate Simply White® Whitening Toothpaste

New Toothpaste Whitens Teeth By Removing Deep Stains While Also Protecting Against Cavities and Tartar

NEW YORK (October 15, 2003) -Colgate-Palmolive has announced the introduction of new Colgate Simply White® Whitening Toothpaste - a revolutionary whitening toothpaste that whitens teeth and protects against cavities and tartar. It is revolutionary because unlike ordinary whitening toothpastes that only remove surface stains, new Colgate Simply White toothpaste removes deep and embedded stains that are below the surface -- providing noticeably whiter teeth in as little as 14 days.

New Colgate Simply White toothpaste works because it has hydrogen peroxide as well as a unique, patented whitening accelerator so it goes beneath the surface to whiten deeper - removing stains that are actually embedded inside the teeth. It also contains high-cleaning silica to remove surface stains. Its dual tube technology separates the hydrogen peroxide from the whitening accelerator, so the peroxide can remain stable until use, for optimum delivery of the whitening benefit. What is also revolutionary about new Colgate Simply White toothpaste is that to get noticeable results, consumers do not have to change their routine or add an extra step. Because everyone brushes their teeth every day, Colgate Simply White toothpaste can replace regular toothpaste as it offers cavity protection and tartar control as well as the whitening benefit. When used for two minutes, twice a day, for two weeks, Simply White Toothpaste is clinically proven to provide noticeably whiter teeth. However, consumers can continue using after two weeks and use it as long as they want for even whiter teeth.

"Simply White toothpaste will give people who are not satisfied with the results of their existing whitening toothpaste an opportunity to get the superior whitening benefits they seek," said Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "And now consumers will not only be able to get whiter teeth, but they do not have to change their routine at all in order to get the results."

At home whitening continues to be one of the hottest and fastest growing categories, with penetration among consumers still low . And Simply White toothpaste leverages the success of Simply White Gel and Simply White Night - expanding the Simply White equity into the whitening toothpaste category.

Colgate Simply White toothpaste begins shipping to food, drug and mass merchandisers nationwide in December 2003. It will be available in a 4.6 oz dual tube in two flavors: Sparkling Mint & Spearmint. The product will retail for approximately \$3.99 per tube. The plan includes General, African-American and Hispanic market support including advertising, FSIs, events, sampling, Internet, in-store activities, public relations and dental professional marketing.

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, Ultra Brite and Fab, 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.

To view a photo of Colgate Simply White® Whitening Toothpaste <http://www.newscom.com/cgi-bin/prnh/20031016/WHITE>