



Introducing New Colgate Sparkling White toothpaste

Technologically Advanced Whitening Toothpaste From The Leader In Oral Care

New York, NEW YORK, April 18, 2000 - The Colgate-Palmolive Company is going to make both consumers and retailers smile with the introduction of new Colgate Sparkling White, a technologically advanced whitening toothpaste with a micro-cleaning formula to whiten teeth and even clean between teeth. It is safe and gentle, fights tartar and cavities, and delivers sparkling, healthy white teeth.

Colgate Sparkling White contains high cleaning silica with micro-cleaning crystals with a great tasting mint flavor and premium packaging. It will be available in two variants: Tartar Control and Baking Soda & Peroxide. Research shows that 37% of consumers are Tartar Control users and 30% of consumers are Baking Soda & Peroxide users⁽¹⁾.

Toothpaste category dollars continue to grow and new products are driving that growth with products introduced since 1994 now representing 55% of all toothpaste sales⁽²⁾. Colgate is the leader in toothpaste volume share⁽³⁾ and has been a leader in new product introductions, with products like Colgate Total, Colgate Total Fresh Stripe and Colgate Sensitive Maximum Strength.

The Whitening Segment is a huge dollar opportunity with Whitening dollars growing faster than the category, up 25% in 1999⁽⁴⁾. Colgate is a market share leader in the Whitening segment⁽⁵⁾. Colgate Sparkling White will be premium priced to base Colgate Whitening toothpastes.

"Retailers will love Colgate Sparkling White because it will trade consumers up to a premium-priced product with a high margin and high dollar ring," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care.

Colgate Sparkling White will be available in Tartar Control and Baking Soda & Peroxide variants in two sizes. The 7.8 oz Super Size will have a Retail Average Selling Price of \$3.49 and the 6.0 oz Family Size will have a Retail Average Selling Price of \$2.99, making Colgate Sparkling White parity priced to the #1 selling Colgate Total.

Colgate Sparkling White will first arrive on retail shelves on May 8, 2000. It will be supported with a comprehensive marketing effort which includes Television, Internet and Print advertising beginning in June 2000. In addition, national newspaper inserts with coupons and Try Me Free displays in-store are planned to drive consumer purchase. A detailed professional program is in place as well.

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, Murphy Oil Soap, Ultra Brite and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.

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A.C. Nielsen Company, US F/D/M, Dollar Share, 52 weeks ending 12/25/99.

A.C. Nielsen Company, US F/D/M, 1994-1999.

A.C. Nielsen Company, US F/D/M, 1999, YTD 2000 (2-26-00).

A.C. Nielsen Company, US F/D/M, 52 weeks ending 12/25/99.

A.C. Nielsen Company, US F/D/M, 1999, YTD 2000 (2-26-00).