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Introducing Colgate® Optic White™ Toothbrush + Whitening Pen

New Toothbrush System Delivers A Simple Way To Achieve High-Impact Whitening

NEW YORK, NY -- Colgate-Palmolive, the world leader in oral care, introduces the Colgate® Optic White™ Toothbrush + Whitening Pen - the first-ever toothbrush with a built-in whitening pen. The new Colgate® Optic White™ Toothbrush + Whitening Pen provides a convenient, affordable way to achieve high-impact teeth whitening at home, with whiter teeth in just two days.*

The Colgate® Optic White™ Toothbrush + Whitening Pen provides a unique way to integrate effective whitening into the daily oral care routine. This premium toothbrush is specially designed with polishing bristles and whitening cups to help remove surface stains. The built-in whitening pen, that conveniently stores inside the toothbrush's handle, contains an advanced whitening gel that adheres immediately to teeth after application and starts working on contact. The whitening gel penetrates to deeply whiten teeth for a brilliant, whiter smile. It only takes seconds to apply - no waiting or rinsing.

"We are very excited to share our latest oral care innovation, which offers consumers a more convenient way to clean and whiten their smiles at home," said Philip Durocher, VP & GM, U.S. Oral Care, Colgate-Palmolive. "Our new Colgate® Optic White™ Toothbrush + Whitening Pen leverages advanced science to deliver advanced whitening in a simple and easy way that fits right into the existing brushing routine."

It's as easy as...Brush. Whiten. Go.™!

- **Brush.** Brush as you normally would with your regular toothpaste.
- **Whiten.** Remove the whitening pen from the brush's handle. Turn the dial at the bottom of the whitening pen and apply gel. The advanced formula penetrates to deeply whiten. It adheres to teeth immediately and starts working on contact. No waiting, no rinsing!
- **Go.™** After application, store the whitening pen inside the brush handle and go about your day.

The Colgate® Optic White™ Toothbrush + Whitening Pen is the newest addition to the Colgate® Optic White® line of products. To achieve whiter teeth in just one day**, use the Colgate® Optic White® Toothpaste, Mouthwash, and Toothbrush + Whitening Pen all together.

Beginning February 2014, the Colgate® Optic White™ Toothbrush + Whitening Pen will be available in the oral care aisle at mass retailers nationwide. To learn more about this new product, please visit www.ColgateOpticWhite.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, 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 website at www.Colgate.com. To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>.

REFERENCES

* For best whitening results, continue to use as directed.

** With Colgate® Optic White® Toothpaste, Mouthwash and Toothbrush + Whitening Pen, use as directed. Use mouthwash prior to Optic White™ Whitening Pen. For best results, continue routine as directed.