



Colgate Total™ Floss With Fluoride And Tartar Control Coatings Introduced

Resists Shredding And Slides Easily And Comfortably Between Teeth

Canton, MA, October 25, 1996 -- Despite recommendations by dentists and hygienists to floss daily, only 20% of Americans actually do. In order to encourage more consumers to perform this necessary part of their oral health regime, Colgate Oral Pharmaceuticals, Inc. is introducing Colgate Total brand floss with fluoride coating and Colgate Total brand floss with tartar control coating. These shred-resistant flosses are made of a state-of-the-art, single-strand, low friction fiber which allows them to slide into tight spaces with ease.

Flossing is an essential part of the daily oral health regimen because it picks up where toothbrushes leave off -- removing food debris and sticky plaque between teeth. If left untreated, plaque build-up under the gum line can lead to gum disease and possible tooth loss.

Colgate Total floss is the first and only shred-resistant floss with a choice of fluoride and tartar control coatings. "Since consumers seek out oral care products with fluoride and tartar control, these products may entice non-flossers to floss and may urge occasional flossers to floss more often," says Bob Rubbinaccio, Marketing Manager at Colgate Oral Pharmaceuticals. Colgate research shows that consumers prefer Colgate Total floss 3 to 1 over regular nylon flosses because it's easy to use and minimizes discomfort.

Colgate Total floss with fluoride and Colgate Total floss with tartar control will be available in a refreshing mint flavor and will begin shipping to drug, grocery and mass merchandisers in October 1996. Colgate Total floss is also available in regular and mint variants.

Based in Canton, MA, Colgate Oral Pharmaceuticals, Inc. is the worldwide professional oral care products subsidiary of Colgate-Palmolive. The company offers a wide range of dental office products as well as prescription and over-the-counter products in the following areas: cavity prevention, gum health, oral first aid, and cosmetic dentistry.