



Colgate® Makes At-Home Teeth Whitening Even Easier With New Simply White® Night

Apply Once a Night To Get Beauty Sleep For Your Teeth

New York, NY (February 6, 2003) - Colgate-Palmolive announced during its conference call with analysts Tuesday that the company is launching **Colgate® Simply White® Night**, a new at-home whitening product that consumers apply only once at night. The new product will make whitening teeth at home even easier because it is applied to the teeth right before going to sleep.

"Simply White continues to be an opportunity for enormous growth as penetration in the at-home whitening category is still extremely low. With Simply White Night, Colgate will be able to reach more consumers who are looking for an easy and affordable way to whiten their teeth at home," said Suzan Harrison, Vice President and General Manager of U.S. Oral Care.

New Simply White Night is a clear whitening gel that you just brush-on once at night before going to sleep. But there is no need to brush or rinse anything off in the morning because there is no residue left on the teeth. Since it is made with a polymer technology, the Simply White Night gel adheres to the teeth and begins working immediately.

Simply White Night only takes a minute or so to apply and there is no need to dry the teeth or keep your mouth open to let the gel dry. It is proven to provide dramatically whiter teeth in just two weeks.

The consumer guarantee continues, so if consumers are not satisfied with the results after using Simply White Night, they can get their money back. Simply White Night, with a suggested retail price of \$14.99, arrives at stores nationwide in early April 2003.

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. For more information about Colgate-Palmolive and its products, visit the company's website at www.colgate.com.