

June 27, 2013

## Colgate-Palmolive Partners with the Hispanic Dental Association to Launch 2013 "Oral Health Month" Campaign

*Dental Clinics in Hispanic Communities to Receive Colgate® Product Donations via Consumer Engagement*

NEW YORK--(BUSINESS WIRE)-- Today, Colgate-Palmolive partnered with the Hispanic Dental Association (HDA) to launch Colgate's 2013 "Oral Health Month" campaign. Beginning July 1, this annual campaign will help educate Hispanic American families about the importance of proper oral care through this year's theme, "Unite for a World of Healthy Smiles™" (*Únete por un mundo de sonrisas saludables*).

"At Colgate, we care about improving oral health among Hispanic Americans. Our Oral Health Month campaign allows us to promote the practice of healthy oral care habits," said Carla Kelly, General Manager, U.S. Multicultural Marketing, Colgate-Palmolive. "By continuing our partnership with the HDA, we are able to leverage our mutual expertise and resources to reach these communities with the encouragement and information they need."

According to the HDA<sup>1</sup>, nearly 40% of Hispanic adults live with untreated oral disease — nearly double the rate of non-Hispanic whites — and twice as many Hispanic children are likely to have untreated cavities, in comparison to non-Hispanic white children. The U.S. Department of Health and Human Services' Office of Minority Health reports that Hispanics have the highest un-insured rates in the U.S., which is often a barrier to scheduling professional dental visits.<sup>2</sup>

In partnership with the HDA, Colgate's "Oral Health Month" will help reach Hispanic communities by delivering bi-lingual oral health education resources online and by providing free dental screenings to children in need through Colgate's Bright Smiles, Bright Futures® fleet of mobile dental vans.

On a larger level, consumers will also be encouraged to take charge of their smiles by pledging to practice healthy habits online at [Colgate.com/OHM](http://Colgate.com/OHM) or by texting "SONRIE" to 24474. For every pledge submitted during "Oral Health Month", a dental clinic in one of the chosen cities nearest the participant will receive \$1.00 (USD) worth of Colgate® oral care product, for a minimum donation of \$5000 value and a maximum donation of \$10,000 value per clinic, up to \$80,000 worth of oral care products overall.<sup>3</sup>

"The Hispanic Dental Association is proud to join Colgate in celebrating this year's "Oral Health Month", an annual campaign that supports our organization's mission to improve oral care among Hispanics," Maritza Morell, President, Hispanic Dental Association. "We are inspired by the enthusiasm of this campaign and look forward to educating families across the U.S. and to helping our sponsored dental clinics, one pledge at a time."

For more information about Colgate's "Oral Health Month" campaign, please visit is available at [www.Colgate.com/OHM](http://www.Colgate.com/OHM).

### 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 web site at [www.Colgate.com](http://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>. CL-C

### About Hispanic Dental Association

The Hispanic Dental Association is a national, non-profit organization comprised of oral health professionals and students dedicated to eliminating oral health disparities in the Hispanic community by providing service, education, advocacy, and leadership.

<sup>1</sup> <http://www.hdassoc.org/education-and-resources/statistics/>

<sup>2</sup> <http://minorityhealth.hhs.gov/templates/browse.aspx?lvl=2&lvlID=54>

<sup>3</sup> No purchase required, nor will purchase increase donation amount. Between July 1 and July 31, 2013, for every pledge made online or via text, Colgate-Palmolive Company will donate \$1.00 worth of product to two dental clinics, selected by the HAD, in each of four cities: New York City, Los Angeles, Miami, and Houston, for a total minimum donation of \$40,000 worth of product and a maximum donation of \$80,000 worth of product.

for Colgate-Palmolive  
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Source: Colgate-Palmolive

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