



Introducing New Colgate Platinum® Overnight™ Professional Whitening System

Canton, MASSACHUSETTS, May 14, 1998 - Colgate Oral Pharmaceuticals, Inc. announces the introduction of Colgate Platinum® Overnight™ professional whitening system with an advanced technology clinically proven to whiten teeth in three to five days.

Colgate Platinum Overnight is a pleasant tasting professional whitening system specially formulated to remove tooth discoloration due to foods, tobacco, and other stain-causing materials. Its unique, patented technology increases the adhesion properties of the formula, resulting in more effective whitening for patients. Available in a refreshing mint flavor, no other dentist-dispensed at-home whitening system whitens faster!

Specially designed for night time use (though it can be used during the day or in daytime/nighttime combination), Colgate Platinum Overnight is gentle on teeth, restorations and soft tissue and is effective for both intrinsic and extrinsic stain removal. Its opaque paste is easily visible in the tray, providing better coverage.

Colgate Platinum Overnight meets a real patient need. Demand is growing in the Professional tooth whitening category, with the market clearly evolving toward products that work faster. Currently the night time segment accounts for about half of the category.

"Patients want their teeth whiter in the shortest amount of time," says Dr. Christopher Fox, Director of Global Professional Relations at Colgate Oral Pharmaceuticals. "With existing whitening kits, results can take two weeks or more. This advanced technology formulation is specifically designed to work during the night and will effectively whiten teeth in three to five days."

A recent study was conducted at the University of North Carolina School of Dentistry clinical research unit by Drs. Stephen C. Bayne, Harald Heymann and Edward Swift. In that study, Colgate Platinum Overnight was clinically tested for its efficacy and safety. Patients participating in the research were evaluated at baseline, three, and five days, to measure whitening levels achieved by new Colgate Platinum Overnight. Patients were also monitored for possible side effects, such as tooth sensitivity and gingival irritation. The results from the study indicate that after whitening with Colgate Platinum Overnight, patients on average experienced up to five shade increases from baseline in as little as three days. Greater whitening results of seven shades from baseline were achieved in five days.

Shipments of Colgate Platinum Overnight began March 16, 1998 and will be available to dentists nationwide after April 1998. It contains 10% carbamide peroxide. Each kit contains five 3.5 gm syringes specifically designed for oral care use, vented mouth tray storage case, illustrated step-by-step patient instructions, and a 1 oz. maintenance tube of Colgate Platinum® toothpaste. There are six kits per case.

Also available to dentists are an array of promotional materials to help educate patients about Colgate Platinum® whitening systems. These materials include a waiting room brochure and holder to answer commonly asked questions about tooth whitening; a sweepstakes counter card with an opportunity for patients to win a complimentary Colgate Platinum professional whitening treatment, as well as a way for the dentist to learn which patients are interested in whitening their teeth; gift certificate booklets for patients to give a Colgate Platinum whitening treatment to friends or family; buttons for dental hygienists that say, "Ask me about whitening in just 3 nights"; and a recall card to reach patients at home with a reminder of their next appointment. All of these materials are free to dental offices and available by calling 1-800-2COLGATE.

Now Colgate Oral Pharmaceuticals offers the dental professional a portfolio of technologically advanced whitening products. Colgate Platinum professional whitening systems include the new Colgate Platinum Overnight, which whitens teeth in as little as 3 nights, and the original Colgate Platinum, a 14 day system.

For more information about ordering new Colgate Platinum Overnight or any other Colgate Oral Pharmaceuticals products, call 1-800-2COLGATE.

Based in Canton, MA, Colgate Oral Pharmaceuticals, Inc. is the worldwide professional oral care products subsidiary of Colgate-Palmolive Company. 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.