



## Colgate-Palmolive Introduces New Luminous Toothpaste

### Combining Health, Beauty and Great Taste for a More Enjoyable Brushing Experience

NEW YORK (July 28, 2005) - Colgate-Palmolive introduces Colgate® Luminous™ Toothpaste a premium toothpaste that combines health and beauty for a unique brushing experience. Its fluoride mineral formula helps strengthen enamel, brighten teeth and enhance their natural shine.

Consumers are always searching for ways to look younger. New Colgate® Luminous™ safely lifts off yellowing stains and reinforces enamel layers by rebuilding the weak spots on teeth. It restores their natural shine and whiteness, so consumers can look younger, longer.

"Colgate Luminous helps strengthen enamel and reveal a shiny, sparkling smile so consumers can look and feel radiant," says Michael Sload, Vice President, U.S. Oral Care.

New Colgate Luminous combines its formula with three enticing flavors, Crystal Clean Mint, Paradise Fresh™ and Cinnamon. It also has attractive packaging for a premium and upscale look that is distinguishable on shelf. The packaging features an eye-catching diamond icon, vibrant colors and a scratch and sniff sticker for each flavor. The toothpaste comes in a striking optical tube with an innovative patented valve closure that enhances flow control and prevents clogging for easy dispensing.

Colgate Luminous begins shipping to food, drug and mass merchandisers August 29, 2005. It will be available in a 6oz. tube, and priced in line with other Colgate premium toothpastes at \$2.99. Each of the three flavors will be a different vibrant color in a sparkling gel form for added consumer appeal.

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® brand, 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 Web site at [www.Colgate.com](http://www.Colgate.com).

To view an image of Colgate® Luminous™ Toothpaste, visit <http://www.newscom.com/cgi-bin/prnh/20050728/COLGATELUMINOUS>