



Colgate Introduces Category Leader Colgate® Total® Plus Whitening Toothpaste in Popular Paste Form

Colgate® Total® Plus Whitening Paste provides consumers all the benefits they want in a toothpaste in their preferred form - paste.

NEW YORK (July 3, 2002) - Colgate® Total® Plus Whitening is already the #1 selling toothpaste on the market ⁽¹⁾. But now its appeal is being extended with the introduction of Colgate Total® Plus Whitening Paste - providing consumers all the benefits they want in a toothpaste in their preferred form - paste. Paste dominates the category, and 23 percent of toothpaste consumers will only buy the paste form ⁽²⁾. In fact, consumers have been asking for the therapeutic and whitening benefits of Colgate Total® PlusWhitening in a paste. Now they have it.

"Consumers want choice. So we are giving them exactly what they want: the scientifically advanced formula of Colgate Total® in their favorite paste form," said Suzan Harrison, Vice President and General Manager, Colgate U.S. Oral Care.

The highly effective formula in Colgate Total®, Colgate Total® Fresh Stripe® and Colgate Total® Plus Whitening - containing flouride and the antibacterial ingredient Triclosan - has been clinically demonstrated to help prevent cavities, gingivitis, plaque, tartar buildup and bad breath. And this unique formula keeps working to protect for 12 hours, even after eating and drinking. The Colgate Total® formula is patented until 2008.

No other toothpaste manufactured in the U.S. has been approved by the U.S. Food and Drug Administration to help prevent gingivits and reduce plaque. In fact, FDA Consumer, the Magazine of the U.S. Food and Drug Administration, recently listed Colgate Total® as the only toothpaste approved for fighting gum disease.

Colgate Total® Plus Whitening Paste will first arrive at U.S. retailers on August 26, 2002. It will be available in 4.2-, 6.0- and 7.8-ounce tubes. It will be parity priced to other Colgate Total® variants, with a retail average price of \$2.49, \$2.99, and \$3.49, respectively.

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 web site at www.colgate.com.

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⁽¹⁾ A.C. Nielsen, U.S. All Outlet Dollar Share, YTD May 2002

⁽²⁾ A.C. Nielsen, 1999 Household Panel