



Colgate Tartar Control Plus Whitening Gel Earns American Dental Association Seal Of Acceptance

Colgate Now The Only Company With The ADA Seal On Both Its Professional And Over-The-Counter Whitening Products

New York, NEW YORK, April 11, 2000 - The Colgate-Palmolive Company has announced that its Colgate Tartar Control Plus Whitening Gel has earned the American Dental Association Seal of Acceptance for whitening as a symbol of safety, efficacy and quality.

New packaging for the toothpaste will carry the following statement from the Council on Scientific Affairs-American Dental Association:

"Colgate Tartar Control Plus Whitening Gel has been found to be a safe and effective decay-preventive dentifrice that can be of significant value when used as directed in a conscientiously applied program of oral hygiene and regular professional care. It has been shown to whiten teeth by removing surface stains. It has been shown to reduce the formation of tartar above the gumline, but has not been shown to have a therapeutic benefit on periodontal disease."

Colgate received its first ADA Seal of Acceptance for a tooth whitening product in July 1995 when Colgate Platinum professional whitening system, a 14-day system administered through the dentist's office, received the Seal. In 1998, Colgate Platinum Overnight professional whitening system, which whitens teeth in as little as 3 nights, received the Seal.

"When we decided to pursue the ADA Seal for our whitening products, we chose to first concentrate on the professional product and the dentist's office," says Dr. Tony Volpe, Vice President, Clinical Dental Research at Colgate-Palmolive. "We felt it was important to both consumers and dental professionals to see the Seal on this whitening system. It is significant that Colgate is now the first and only company to have the ADA Seal of Acceptance on both its professional and over-the-counter whitening products."

Colgate Total toothpaste is still the first and only toothpaste to receive the ADA Seal of Acceptance for protection against gingivitis, cavities, plaque and tartar.

Colgate Tartar Control Plus Whitening Gel is the ideal product for tartar control gel users who want the added benefit of whitening. It is available in mint flavor and is line priced with base Colgate toothpaste. The product was introduced nationwide in May 1998 with eye-catching gold foil packaging.

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.