

## Colgate® Sparkling White™ Toothpaste Spices Up The Category With Exciting Flavors

**NEW YORK (Apr. 19 2004)** - Colgate-Palmolive is announcing the U.S. re-launch of Colgate® Sparkling White™ toothpaste in two unique flavors: Cinnamon Spice and Mint Zing. The safe and gentle formula of Colgate Sparkling White is designed to clean and whiten teeth by removing and preventing future stain build-up. Plus, its fluoride formulation provides cavity protection.

The whitening segment has doubled in five years. In addition, consumers continue to look for sensorial and experiential benefits. Building on that momentum, Colgate Sparkling White is satisfying consumers' needs by introducing the product's popular stain protection formula in a new high-impact Cinnamon Spice flavor and a refreshing Mint Zing flavor.

These two variants will replace the existing Colgate Sparkling White line and will have vivid new packaging featuring embossing and holograms.

"With the popularity of new breath freshening products and a wider variety of sensorial products in all categories, new Colgate Sparkling White in Cinnamon Spice and Mint Zing will appeal to many consumers," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care.

The two variants of Colgate Sparkling White began shipping to food, drug and mass merchandisers March 24, 2004. Colgate Sparkling White will be offered in 6.4 oz and 8.2 oz. sizes and will be priced at \$2.49 and \$2.99 respectively. A consumer support plan for Colgate Sparkling White will include high-value FSIs, special packs, sampling and in-store displays.

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](http://www.Colgate.com).