



An Evolution Creates A Revolution In Oral Health Care

Colgate-Palmolive Introduces A Toothpaste So Advanced It Works Between Brushings

New York, NY, October 28, 1997 -- This winter, millions of Americans may become healthier by doing something they already do several times a day. In December, Colgate-Palmolive will introduce Colgate Total, the first and only toothpaste cleared by the US Food and Drug Administration and accepted by the American Dental Association for its ability to help prevent gingivitis, plaque and cavities, and fight tartar.

Colgate Total is considered the greatest evolution in toothpaste since the introduction of fluoride. This highly effective formula, containing fluoride and the antimicrobial ingredient, Triclosan, has been demonstrated clinically to help prevent gingivitis, plaque, cavities and tartar. And, its unique patented formula, containing the co-polymer, Gantrez, continues to be active between brushings. It continues to work fighting plaque, gingivitis, tartar and cavities after you stop brushing, even if you eat or drink. No other toothpaste manufactured in the US contains Triclosan or has been cleared to make claims for gingivitis and plaque reduction.

Since the announcement of the FDA clearance of Colgate Total on July 14, 1997, retailers have expressed unprecedented enthusiasm and interest. "Retailers are jockeying for position to be the first in line to receive Colgate Total," said Jack Haber, Vice President & General Manager, US Oral Care.

Dr. Sigmund S. Socransky, Associate Professor of Oral Biology, Harvard School of Dental Medicine, and Senior Member of the Staff and Head, Departments of Microbiology and Periodontology, Forsyth Dental Center, said, "Colgate Total represents one of the most remarkable oral therapeutic achievements in the last 20 years."

Colgate Total will benefit the oral health of all users. The most common non-contagious diseases are periodontal diseases such as gingivitis. In fact, 63% of Americans suffer from gingivitis. As the only toothpaste with this formula, Colgate Total will help Americans take greater care of their teeth and gums than ever before and will help younger people prevent these dental problems.

Since Colgate Total was introduced internationally in 1992, over half a billion tubes have been purchased by millions of consumers in 103 countries. However, before permitting it to be marketed in the US, the FDA conducted an extensive review of data in Colgate's clinical tests. These included five major studies which supported the safety and efficacy of the toothpaste.

Independent dental associations in 30 countries, including the American, Canadian and British Dental Associations, have awarded seals of acceptance to Colgate Total. Colgate Total will begin shipping to food, drug and mass merchandisers nationwide on December 15, 1997, and will have a suggested retail price of \$2.49, \$2.99 and \$3.49 for 4.2, 6.0 and 7.8 ounce tubes, respectively.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household 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, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.