



Colgate® Wave™ Toothbrush

Introducing The Revolutionary New Colgate Wave Toothbrush Designed Around Your Hand For Better Brushing

New York, NEW YORK, May 9, 1997 -- When you brush your teeth it's your hand that does much of the work. That's why the Colgate-Palmolive Company is introducing the new Colgate Wave™ toothbrush, developed to help you brush more effectively. Designed with a unique, wave-shaped handle and wavy bristles, the Colgate Wave™ looks and feels radically different.

The new Colgate Wave toothbrush cleans exceptionally well because its state-of-the-art handle is incredibly easy to hold. Designed to fit snugly in the hand, this comfortable handle makes the Colgate Wave easier to maneuver around the inside of the mouth. The Colgate Wave also has wave-shaped bristles that clean thoroughly in and around the contours of teeth. This remarkable toothbrush is especially effective in difficult to reach places like the back of the mouth and behind teeth.

"A toothbrush designed for your mouth is only doing half the job," says Jack Haber, General Manager of U.S. Oral Care at Colgate. "The Colgate Wave has a handle that was designed to fit your hand comfortably. This handle makes the toothbrush easier to maneuver and helps you do a better job of brushing your teeth."

The Colgate Wave toothbrush is available in a variety of vibrant color combinations in both full and compact head, with medium and soft bristles. The toothbrushes began shipping to food, drug, and mass merchandise stores nationwide on February 3, 1997.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Care, Fabric Care and Pet Nutrition. Colgate sells its quality products in 212 countries and territories under such internationally recognized brand names as Colgate, Palmolive, Mennen, Kolynos, Ajax, Soupline, Suavitel and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.