



Brush Your Teeth In The Morning And Have Fresh Breath For 12 Hours

New Colgate® Total® Advanced Fresh Is Clinically Proven to Provide Long Lasting Fresh Breath Protection

NEW YORK (July 3, 2003) - Wouldn't it be nice to have one less thing to worry about? For example, how many times during your busy day do you worry about your breath? Once, twice, ten times a day?

Now you can brush your teeth in the morning and not worry about your breath for the rest of the day. Colgate-Palmolive has announced the introduction of new Colgate® Total® Advanced Fresh, a toothpaste so remarkable it is clinically proven to provide 12-hour fresh breath protection. Colgate Total® Advanced Fresh uses Colgate's patented technology to deliver incredibly fresh breath while offering all the therapeutic benefits consumers expect from Colgate Total®. It is the only toothpaste approved by the FDA and accepted by the ADA to fight cavities, gingivitis, plaque and tartar. It whitens teeth and fights bad breath for 12 hours.

Most of us are concerned about our breath, and for good reason. Nearly 65 percent of Americans have bad breath and 40 million have "chronic halitosis" -- bad breath that never quite goes away¹. But Americans don't take it lying down. We spend billions of dollars annually on a vast array of over-the-counter products like gums, mints, sprays and strips - many of which merely mask the odors caused by bad breath².

"If you seek truly long-lasting fresh breath now you can just brush with Colgate® Total® Advanced Fresh in the morning and know you'll be protected all day long," said Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "And you will also be fighting cavities, gingivitis, plaque and tartar -- all the therapeutic benefits you've come to expect from the #1 selling toothpaste brand, Colgate® Total®³."

New Colgate® Total® Advanced Fresh is available in U.S. food, drug and mass merchandise stores beginning in June 2003. It is available in 0.75 oz. trial size, 4.2 oz, 6.0 oz and 7.8 oz sizes with suggested retail prices of \$.99, \$2.49, \$2.99, \$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<http://www.qualitydentistry.com/dental/halitosis/facts.html>.

² Project sales based on A.C. Nielsen, FDM, Dollar Sales, Full Year 2001 representing 50% of volume.

³A.C. Nielsen, All Outlet, Dollar Share, 5 Weeks ending 3/29/03