

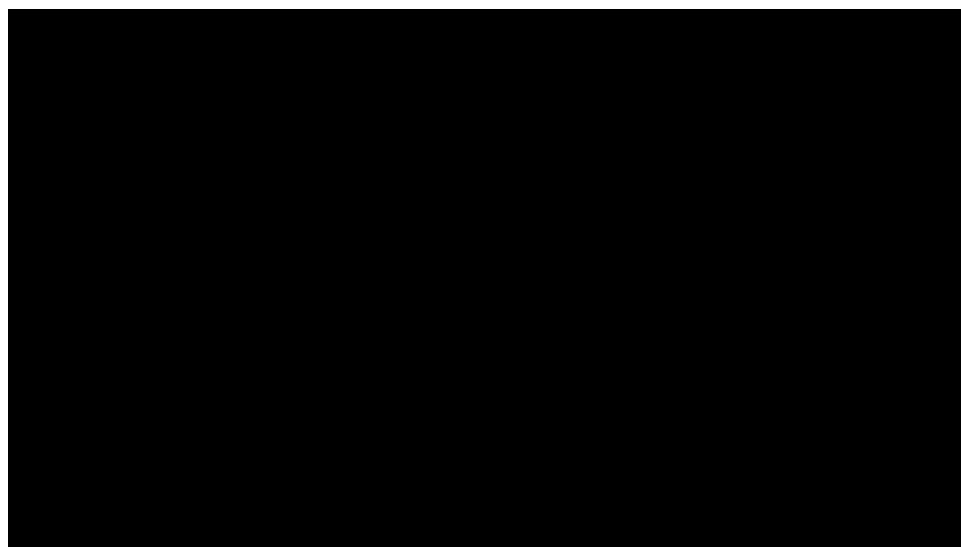
March 23, 2018

On World Water Day 2018, Colgate Asks People To Turn Off The Faucet While Brushing

Colgate Teams Up with Michael Phelps and Announces New Sponsorship of the #RunningDry Initiative to Share the Save Water Message

NEW YORK, March 23, 2018 /PRNewswire/ -- In support of World Water Day 2018, Colgate is asking people to join their efforts to reduce water waste by turning off the faucet while brushing their teeth. Colgate continues its multi-year campaign to raise awareness of water scarcity and to help preserve this natural resource. As part of the 2018 effort, the brand announced its sponsorship of #RunningDry, an initiative created by water advocate and ultra-runner Mina Guli, who will run 100 marathons in 100 days across six continents to put a spotlight on water challenges around the globe.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8284551-colgate-mina-guli-world-water-day-michael-phelps/>



Today, 130 million Americans face severe water scarcity for at least one month every year¹, yet 42 percent of Americans report leaving the faucet on while brushing their teeth. According to the U.S. Environmental Protection Agency, nearly four gallons of water can be wasted if the faucet is left running while brushing. By simply turning off the faucet, individuals can make a difference.

Continuing into year three of its global 'Save Water' campaign, Colgate is kicking off this year's program on World Water Day, and continuing its awareness efforts in April for Earth Month and in September for back-to-school. The brand's goal is to bring attention to water scarcity and help save water through activities that include the following:

- 1 **Global Ambassador Michael Phelps:** Phelps will continue to encourage his millions of social media followers to turn off the faucet, because #EveryDropCounts.
- 1 **Times Square Takeover:** Colgate will take over select billboards in Times Square from 11:30AM - 2:30PM on World Water Day, showcasing "Save Water" reminders. Mina Guli will also address reporters about the issue of water conservation.
- 1 **Water Waste Documentary Series:** Colgate is helping produce a series of documentaries featuring Ms. Guli, highlighting water scarcity in the Great Salt Lake; explaining water origins in the Catskills of New York; and presenting innovative solutions to help California's agriculture.
- 1 **CNN PSA:** A 60-second PSA will air on CNN on March 21 and 22, highlighting the three-part documentary series.

As the global Save Water ambassador, Phelps is excited to welcome Guli in this effort. "Mina and I are record-breaking athletes from two different worlds, one on land and the other in water, coming together for one common cause to conserve one of the earth's most precious resources," Phelps said. "Now more than ever, it's important to ask Americans to change this simple habit in their everyday lives."

Inspired individuals and families can pledge to turn off the faucet at EveryDropCounts.Colgate.com and spread the message of water conservation using #EveryDropCounts this World Water Day and every day.

¹ <http://advances.sciencemag.org/content/2/2/e1500323.full>

About Colgate®

Colgate is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Fabuloso, Soupline, and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Hill's Ideal Balance. For more information about Colgate's global business, visit the Company's web site at <http://www.colgatepalmolive.com>. To learn more about Colgate Bright Smiles, Bright Futures® oral health education program, please visit <http://www.colgatebsbf.com>. CL-C

About Mina Guli

The founder and Ambassador for Thirst, Mina is a global leader, an entrepreneur and adventurer passionate and committed to making a difference in the world. Thirst is harnessing social media and technology to inform and inspire 14-24 year olds about water and the steps they can take to reduce their own water consumption. Mina is also a keen ultra-distance athlete, having started running only at the age of 22 after a severe injury. Named as one of the 50 greatest leaders in the world by Fortune, Mina runs to raise awareness and inspire action around the global water crisis and in doing so, has set two world firsts. In 2016 in just 7 weeks, Mina ran 40 marathons across 7 deserts on 7 continents. In 2017, Mina ran 40 marathons in 40 days on 6 continents down 6 of the World's great rivers - to promote the UN's Sustainable Development Goal 6 (water). Now in partnership with the United Nations Development Program, Mina is currently planning her next expedition - to run 100 marathons in 100 days for 1 reason: water.



OUR THIRSTY PLANET

In a decade, the world may need twice as much water as it has access to. Water woes are vast—and go way beyond a bottled water habit. But solutions are everywhere.



100 gallons
Amount of water a typical U.S. household uses each day—from among other things—flushing toilets and brushing teeth.

5,000 gallons
Total daily water footprint for a typical U.S. household, including the water that grew its food and made its clothes.

Story and graphic by Katie Peek
To learn more, visit Earthies.com/savewater

RESIDENTS OF Cape Town, South Africa, are awaiting "Day Zero." That's the day—likely this summer—the city will shut off its taps. Faucets will stay off until it rains. The city is in the midst of its worst drought in a century, and the reservoirs it relies on are nearly dry.

Cape Town isn't alone. California towns are still reeling from the record-breaking drought. Demand for Colorado River water is expected to far exceed the available supply. And the Great Salt Lake has half the volume it did when settlers arrived in the mid-1800s.

A growing, modernizing world is commanding more water than ever before. And in many places, climate change is making it harder for city planners to supply it reliably.

But for all the global hand-wringing, water remains remote—poisic, even—for those who consume the most of it. Turn on a tap, and out it comes. From where? That's the city's job. The source of the water remains a mystery to many. Mina Guli wants to change

that. Guli, a corporate lawyer turned water activist, sees water as humanity's greatest challenge. And she wants to help others see it that way, too.

Guli is undertaking a Herculean task, to be announced on World Water Day this March 22. It's a 100-day global expedition, where she will visit factories and farms, talk with water users and water suppliers, and learn about effective water-conservation solutions that have popped up around the world. Oh, and on every one of those 100 days, she'll also run a marathon.

"Why am I doing this crazy thing?" Guli asks. "Water scarcity is just such a huge problem. I want to bring attention to the world's water crisis—and inspire people to solve it. Together."

Sponsored by Colgate, Guli will start her #RunningDry journey in New York this fall, backed by a small team to help with logistics. Here's a preview of where she plans to go and the issues she hopes to explore.



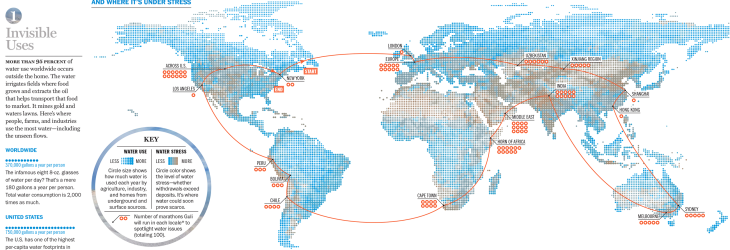
WATER BEARER
Mina Guli, a lawyer and activist based in Hong Kong, will run 100 marathons in 100 days to highlight key water issues worldwide.

TURN THE PAGE TO SEE WHERE WATER IS UNDER PRESSURE

SPONSORED CONTENT

SPONSORED CONTENT

WATER: WHERE IT COMES FROM AND WHERE IT'S UNDER STRESS



Invisible Uses

Water uses 80 percent of water use worldwide occur outside the home. The major impacts include where food is grown and extracted, where it's transported, and where it's used in manufacturing and power plants. It's also used in agriculture, industry, and in the most water-intensive activities: the power plants.

WORLDWIDE
The global average for stress of water use is 100 percent. That's a score of 100 percent per person. Total water consumption is 2,000 billion m³ each year.

UNITED STATES
The U.S. has one of the highest per capita water consumption rates. We use 160 gallons, 100 in the biggest water use from home. Our cities, states, and water users are among the highest users.

Critical Sites

THE NETHERLANDS	UNITED STATES	EUROPE	INDONESIA	MIDDLE EAST	INDIA	CAPE TOWN	SOUTH AMERICA
Water is scarce in the Netherlands. The water is used for agriculture and industry. The water is used for drinking and irrigation. The water is used for power generation. The water is used for transportation. The water is used for recreation. The water is used for education. The water is used for health care. The water is used for research and development. The water is used for innovation. The water is used for progress. The water is used for success. The water is used for happiness. The water is used for love. The water is used for life.	Water is scarce in the United States. The water is used for agriculture and industry. The water is used for drinking and irrigation. The water is used for power generation. The water is used for transportation. The water is used for recreation. The water is used for education. The water is used for health care. The water is used for research and development. The water is used for innovation. The water is used for progress. The water is used for success. The water is used for happiness. The water is used for love. The water is used for life.	Water is scarce in Europe. The water is used for agriculture and industry. The water is used for drinking and irrigation. The water is used for power generation. The water is used for transportation. The water is used for recreation. The water is used for education. The water is used for health care. The water is used for research and development. The water is used for innovation. The water is used for progress. The water is used for success. The water is used for happiness. The water is used for love. The water is used for life.	Water is scarce in Indonesia. The water is used for agriculture and industry. The water is used for drinking and irrigation. The water is used for power generation. The water is used for transportation. The water is used for recreation. The water is used for education. The water is used for health care. The water is used for research and development. The water is used for innovation. The water is used for progress. The water is used for success. The water is used for happiness. The water is used for love. The water is used for life.	Water is scarce in the Middle East. The water is used for agriculture and industry. The water is used for drinking and irrigation. The water is used for power generation. The water is used for transportation. The water is used for recreation. The water is used for education. The water is used for health care. The water is used for research and development. The water is used for innovation. The water is used for progress. The water is used for success. The water is used for happiness. The water is used for love. The water is used for life.	Water is scarce in India. The water is used for agriculture and industry. The water is used for drinking and irrigation. The water is used for power generation. The water is used for transportation. The water is used for recreation. The water is used for education. The water is used for health care. The water is used for research and development. The water is used for innovation. The water is used for progress. The water is used for success. The water is used for happiness. The water is used for love. The water is used for life.	Water is scarce in Cape Town. The water is used for agriculture and industry. The water is used for drinking and irrigation. The water is used for power generation. The water is used for transportation. The water is used for recreation. The water is used for education. The water is used for health care. The water is used for research and development. The water is used for innovation. The water is used for progress. The water is used for success. The water is used for happiness. The water is used for love. The water is used for life.	Water is scarce in South America. The water is used for agriculture and industry. The water is used for drinking and irrigation. The water is used for power generation. The water is used for transportation. The water is used for recreation. The water is used for education. The water is used for health care. The water is used for research and development. The water is used for innovation. The water is used for progress. The water is used for success. The water is used for happiness. The water is used for love. The water is used for life.

Simple Steps — WITH BIG IMPACTS

WASH YOUR HANDS Wash your hands for 20 seconds with soap and water. This simple step can prevent the spread of germs and reduce the risk of illness.	SAVE ENERGY Turn off lights and electronics when you're not using them. This simple step can reduce energy consumption and save money on your utility bills.	BUY FEWER Buy fewer clothes and shoes. This simple step can reduce the amount of waste that ends up in landfills.	GO MEATLESS Eat a meatless day each week. This simple step can reduce the demand for meat and the environmental impact of meat production.	TURN OFF Turn off the faucet when you're brushing your teeth. This simple step can save gallons of water each day.	GET OUTSIDE Spend more time outdoors. This simple step can improve your mental health and reduce the amount of time you spend indoors.
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COLGATE IS A Proud Sponsor of #RunningDry



A SIMPLE MOVEMENT CAN MAKE A BIG DIFFERENCE

PLEASE TURN OFF THE FAUCET

Every time you turn off the faucet while brushing your teeth you can save up to 4 gallons of water. That's more than many people around the world have in a week.

Colgate

Spread the word. **#EveryDropCounts**

www.colgate.com/EveryDropCounts

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