



Colgate Expands Its Professional Whitening Portfolio

Canton, MASSACHUSETTS, November 2, 1998 - Colgate Oral Pharmaceuticals, Inc. announced today the introduction of the new Colgate Platinum® Overnight™ touch-up kit and a re-designed Colgate Platinum® original touch-up kit designed to return a patient's teeth to the whitening first achieved by using the Colgate Platinum® professional whitening systems.

The new Colgate Platinum Overnight touch-up kit will contain two syringes and will be packaged 6 kits to a case. It is designed to be used to restore the whitening first achieved with the Colgate Platinum® Overnight™ professional whitening system which was introduced in March 1998. The new Colgate Platinum Overnight touch-up kit will begin shipping to dental offices in October 1998.

Colgate Platinum® Overnight™ is a pleasant tasting professional whitening system specially formulated to remove tooth discoloration due to foods, tobacco, and other stain-causing materials. It effectively whitens teeth in three to five days -- no other dentist-dispensed at-home whitening system whitens faster! Its unique, patented technology increases the adhesion properties of the formula, resulting in more effective whitening for patients. It contains 10% carbamide peroxide and is available in a refreshing mint flavor.

Specially designed for night time use (though it can be used during the day or in daytime/nighttime combination), Colgate Platinum® Overnight™ is gentle on teeth, restorations and soft tissue and is effective for both intrinsic and extrinsic stain removal. Its opaque paste is easily visible in the tray, providing better coverage. Colgate Platinum® Overnight™ has been accepted by the American Dental Association.

The Colgate Platinum original touch-up kit is designed to return the patient's teeth to the whitening first achieved by using the original Colgate Platinum professional whitening system. The new light weight kit contains four tubes of carbamide peroxide paste and will be packaged six kits to a case. It will begin phase-in shipments to dental offices in October 1998. Now Colgate Oral Pharmaceuticals offers the dental professional a complete portfolio of technologically advanced whitening products. Colgate Platinum professional whitening systems include new Colgate Platinum Overnight, which whitens teeth in as little as 3 nights, and the original Colgate Platinum, a 14 day system, and touch-up kits for both systems. All of these products have the ADA Seal of Acceptance.

For more information about ordering new Colgate Platinum Overnight touch-up kits, Colgate Platinum original touch-up kits or any other Colgate Oral Pharmaceuticals products, call 1-800-2COLGATE.

Based in Canton, MA, Colgate Oral Pharmaceuticals, Inc. is the worldwide professional oral care products subsidiary of Colgate-Palmolive Company. The company offers a wide range of dental office products as well as prescription and over-the-counter products in the following areas: cavity prevention, gum health, oral first aid, and cosmetic dentistry.