



Introducing Colgate Tartar Control Plus Whitening Gel

Gives Gel Consumers A Whitening And Tartar Control Combination In The Toothpaste Form They Prefer

New York, NEW YORK, June 9, 1998 - Colgate, the #1 toothpaste brand in the U.S. (Source: A.C. Nielsen Scantrack, 4/98), continues to drive its growth with new product introductions. Building on the success of Colgate tartar control plus whitening toothpaste, the Colgate-Palmolive Company has introduced new Colgate tartar control plus whitening gel toothpaste to appeal to the 40% of tartar control toothpaste users who prefer a gel to a paste (Source: A.C. Nielsen, latest three months consumption as of 2/98).

Together, Colgate whitening with baking soda & peroxide and Colgate tartar control plus whitening made Colgate the #1 brand in the whitening segment (Source: A.C. Nielsen, 4/98). Colgate tartar control plus whitening gel combines the product benefits of two of the most popular segments, whitening and tartar control, by providing clinically proven tartar protection plus an extra whitening benefit in a gel form. With the smooth texture and the clean, cool refreshing taste gel users prefer, this toothpaste is gentle on teeth and safe for everyday use.

The toothpaste category continues to grow -- up 2.5% in dollars in 1997 -- and is projected to grow 6% in 1998 (Source: A.C. Nielsen vs. YAG). In fact, most category growth in the past five years has been a result of successful new product introductions, such as Colgate Total and Colgate tartar control plus whitening toothpaste.

"Based on the enormous success of Colgate tartar control plus whitening toothpaste and the amount of loyal tartar control gel users, it is clear consumers want a toothpaste that combines tartar control and whitening in a gel form," says Jack Haber, Vice President and General Manager of U.S. Oral Care at Colgate-Palmolive. "Colgate tartar control plus whitening gel is the ideal product for loyal tartar control gel users who have not yet switched to a whitening toothpaste because they could not find one in gel form."

Colgate tartar control plus whitening gel is available in mint flavor and will be line priced with base Colgate toothpaste. The product has eye-catching, shiny gold foil packaging featuring a "whitening swirl" to communicate the added whitening benefit. It started shipping to food, drug, and mass merchandise stores nationwide on May 25, 1998.

Promotional support for Colgate tartar control plus whitening gel includes instant redeemable coupons on floorstands and several high value newspaper inserts.

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.