



New Colgate Navigator Toothbrush Provides A "Comfortable Clean"

Presenting Colgate's First Flexible Head Toothbrush

New York, NEW YORK, July 20, 1999 - Colgate-Palmolive, one of the most innovative Oral Care companies in the world, is pleased to introduce its newest premium toothbrush, the Colgate Navigator.

The Colgate Navigator toothbrush is the only major brand featuring Colgate's revolutionary flexible jointed head, which allows the flexible upper tip of the toothbrush to follow the contours of the mouth, helping one to easily reach the back teeth and between teeth. The soft, flexible head is designed to reduce the amount of pressure on gums while brushing.

The toothbrush is also designed with consumers' usage habits in mind. The contoured handle fits easily in the hand and its cushioned gripping dots provide a secure, comfortable thumb placement, while its padded rubber strip enables a comfortable grasp.

"Utilizing state-of-the-art technology, Colgate has produced a premium toothbrush designed for effective oral hygiene with the user's comfort in mind," says Jack Haber, Vice President and General Manager of U.S. Oral Care. "Once again Colgate is showcasing its technical expertise and providing an innovative oral care product."

The Colgate Navigator, available in five stylish colors, begins shipping nationwide to food, drug, and mass merchandisers on June 28, 1999 and will have a retail average selling price of about \$3.29.

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 and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.