



New Colgate Total Fresh Stripe Clinically Proven To Provide Long-Lasting Fresh Breath Protection

Patented Formula Works In The Mouth For Up To 12 Hours Fighting Bad Breath, Gingivitis, Tartar, Cavities And Plaque

New York, NEW YORK, February 22, 1999 There's a new toothpaste that is clinically proven to provide long-lasting fresh breath protection. It's new Colgate Total Fresh Stripe, which has a unique minty flavor and a highly effective, patented formula which works in the mouth for up to 12 hours, fighting bad breath, as well as gingivitis, tartar, cavities and plaque.

Colgate Total Fresh Stripe delivers the same therapeutic benefits as original Colgate Total, providing long-lasting protection between brushings against gingivitis, plaque, cavities and tartar. Colgate Total Fresh Stripe has the addition of a great new minty flavor in a green and white gel and provides clinically proven long-lasting fresh breath protection.

"More than two-thirds of consumers say that a fresh, clean mouth is one of the top reasons for buying their toothpaste brand," says Jack Haber, Vice President & General Manager of U.S. Oral Care, Colgate-Palmolive. "Colgate Total Fresh Stripe delivers fresh breath along with an unmatched combination of therapeutic benefits. In addition, almost half of Americans buy gel and striped toothpastes. Now these consumers can get long-lasting protection against these common dental problems in a form they prefer."

The highly effective formula of Colgate Total and Colgate Total Fresh Stripe, containing fluoride and the antibacterial ingredient, Triclosan, has been demonstrated clinically to help prevent gingivitis, plaque, cavities, tartar and bad breath. In addition, its formula (patented until 2008), also contains a co-polymer, Gantrez, which helps Triclosan continue to work between brushings. No other toothpaste manufactured in the U.S. contains Triclosan or has been cleared to make claims for gingivitis and plaque reduction.

Colgate Total and Colgate Total Fresh Stripe are the only toothpastes to carry the American Dental Association Seal of Acceptance for protection against cavities, gingivitis and plaque.

First introduced internationally in 1992, Colgate Total is now used by consumers in 104 countries, and independent dental associations in 30 countries, including the American, Canadian and British Dental Associations, have granted it seals of acceptance. However, before clearing this revolutionary toothpaste to be marketed in the U.S., the U.S. Food and Drug Administration conducted an extensive review of the data in Colgate's clinical tests. Colgate Total was granted U.S. FDA approval in July 1997. It is now the #1 toothpaste in the U.S. in dollar sales. Colgate Total Fresh Stripe received U.S. FDA approval December 22, 1998. Colgate Total Fresh Stripe has been a proven success when introduced in 58 other countries.

Colgate Total Fresh Stripe starts shipping in the U.S. on March 29, 1999. It will be available in 4.2, 6.0 and 7.8 ounce tubes and will have a retail average selling price of \$2.49, \$2.99 and \$3.49, respectively.

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 US, 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.