



Introducing New Colgate Whitening Toothpaste With Baking Soda & Peroxide

First Whitening Product To Also Contain The Popular Baking Soda And Peroxide Ingredients

New York, NEW YORK, January 29, 1997 -- The Colgate-Palmolive Co. is introducing the next generation of baking soda & peroxide toothpaste... Colgate Whitening with Baking Soda & Peroxide. This first-of-its-kind product combines the two fastest growing segments in the category -- whitening and baking soda & peroxide -- and is selling it at a popular price.

The Colgate Whitening with Baking Soda & Peroxide formula has a combination of baking soda, peroxide, tartar control and a special whitening ingredient to safely and gently remove stains and improve the whiteness of teeth. It has clinically proven whitening power and is gentle and safe for everyday use.

"Seventy-three percent of consumers say whitening is a very important benefit in a toothpaste," says Jack Haber, General Manager, Colgate U.S. Oral Care. "We also know from the enormous popularity of baking soda and peroxide products that these are benefits consumers want as well. Combining the whitening and baking soda and peroxide benefits in one toothpaste gives consumers a truly new option for their home oral care."

Available in Sparkling Mint Flavor, the product itself is eye-catching with a half white and half green paste delivered in a single tube. Priced the same as the phenomenally successful Colgate Baking Soda & Peroxide, the new product began shipping to food, drug and mass merchandise stores nationwide in November 1996.

Colgate is supporting this product launch with the biggest support plan ever in the whitening segment. A \$26 million ad campaign developed by Young and Rubicam begins in February 1997. Additional promotional support is planned, including introductory high value national newspaper inserts, targeted direct mail and Try-Me-Free floorstands. Colgate will also sample dental offices so dentists and dental hygienists can see the benefits of Colgate Whitening with Baking Soda & Peroxide.

Colgate-Palmolive is a leading global consumer products company, focusing on the core businesses of Oral Care, Personal Care, Household Surface Care, Fabric Care, and Pet Dietary Care. Colgate markets its products in 194 countries and territories under such strong global brand names as Colgate, Palmolive, Mennen, Ajax, Fab and Softsoap, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.