



Colgate-Palmolive Partners With The Hispanic Dental Association To Launch 2010 Oral Health Month Campaign

"Colgate Family Promise" Aims to Help U.S. Families and the Community

NEW YORK, NY (June 1, 2010) - Today, Colgate-Palmolive Company joined the Hispanic Dental Association (HDA) to celebrate the launch of Colgate's Oral Health Month. From now until June 30, this annual campaign will help fight the poor oral health epidemic by educating U.S. families about the importance of proper oral care.

In partnership with the HDA, this campaign will strongly target the Hispanic community through bilingual oral health education materials and activities. The Hispanic population has become the largest minority group in the United States, resulting in an increase in oral health care demands. In fact, minority populations bear a disproportionate burden of oral disease in the United States according to a recent report by the U.S. Surgeon General.

"Due to language barriers, lack of familiarity and low dental insurance coverage levels, our Latino population continues to experience difficulty in accessing oral healthcare services and education," says Carla Kelly, General Manager, U.S. Multicultural Marketing, Colgate-Palmolive. "With an ongoing need for improved oral health among Hispanic Americans, we tailored our Oral Health Month campaign to address the needs of this ever-growing community."

During Oral Health Month, Colgate's flagship program "*Bright Smiles, Bright Futures*" will travel throughout the U.S. to provide free oral health education and dental screenings to children via mobile dental vans. On a larger level, families across the country will be encouraged to participate in Oral Health Month by going online with their loved ones to take the "Colgate Family Promise."

"Colgate is committed to helping improve the oral health and well-being of consumers worldwide. Our "*Bright Smiles, Bright Futures*" program reaches millions of underserved children in the U.S. and our Oral Health Month campaign continues to successfully provide families with oral health education," said Noel Wallace, President, Colgate North America and Global Sustainability. "As the world leader in oral care, Colgate urges all U.S. families to pursue better oral health together - starting now with the "Colgate Family Promise."

The "Colgate Family Promise" empowers families across the U.S. to make a commitment to live healthier lives together. By visiting www.Colgate.com/OHM, families can make the "Colgate Family Promise" by pledging online to practice proper oral care habits together. For every promise submitted online, Colgate-Palmolive will donate one Colgate® toothbrush and one tube of Colgate® toothpaste to a family in need.

"The Hispanic Dental Association is excited to join Colgate-Palmolive in launching this year's Oral Health Month, an annual campaign that supports our organization's mission to improve oral care among Hispanics," Victor Rodriguez, DDS, President, Hispanic Dental Association. "We are inspired by the passion and enthusiasm of this campaign and look forward to changing families across the U.S. one smile at a time, one "promise" at a time."

To learn more about Colgate's Oral Health Month and to access the "Colgate Family Promise", please visit our bilingual website at www.Colgate.com/OHM.