



Colgate Total #1 with Dentists and Hygienists

New Research Shows That Colgate Total Is Now The Most Popular Toothpaste With Dentists And Hygienists

New York, NEW YORK, April 28, 1998 -- A new tracking study shows that just months into its record-breaking introduction, Colgate Total, which is already the #1 toothpaste with consumers, is now the most used and recommended toothpaste by dentists and hygienists.

American dentists and hygienists, the experts consumers trust most, have switched toothpastes and more are choosing Colgate Total over any other toothpaste as their personal choice for home oral care. And, not only are they using Colgate Total themselves, the research also shows that they are recommending Colgate Total to their patients more than any other toothpaste.

Called the greatest revolution in toothpaste since the introduction of fluoride, Colgate Total works between brushings to help prevent the most common dental problems people experience today -- gingivitis, plaque, cavities, tartar and bad breath. The first and only toothpaste to be approved by the US Food and Drug Administration and to receive the American Dental Association Seal of Acceptance for protection against plaque, gingivitis and cavities, Colgate Total has now been embraced by those who know best, America's dentists and hygienists.

Colgate Total received US FDA approval in July 1997, was introduced to dentists and hygienists in October, and began shipping to stores nationwide December 15.

The tracking study, commissioned by Colgate, was conducted by telephone in mid-February with a nationally representative sample of dentists and dental hygienists in general practice.

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.