



## Introducing New Colgate® Max Fresh™ Toothpaste With Mini Breath Strips

### New technology delivers a whole new dimension of freshness

**NEW YORK (June 1, 2004)** - Colgate-Palmolive, the world's oral care leader, is creating a whole new dimension of freshness with the introduction of new Colgate® Max Fresh™ Toothpaste with mini Breath Strips—the first and only whitening toothpaste infused with mini breath strips. The breath strips dissolve in your mouth instantly upon brushing, releasing an extra rush of breath freshening power.

Many of today's consumers associate breath strips with instant fresh breath. By combining toothpaste with breath strips, Colgate leverages relevant consumer trends while bringing innovation to the fresh breath segment of the category.

To appeal to a range of consumers, Colgate is offering new Colgate® Max Fresh™ in a 6.0 oz. laydown tube and in a 4.6 oz liquid gel. Both forms will be available in two refreshing flavors: Cool Mint (peppermint) and Clean Mint (spearmint).

"The vibrant colors and visible breath strips in the toothpaste will truly stand out on shelf, telling the consumer this is something new and different," said Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "We're confident that once consumers try it, they'll like it."

To make it easier to try, Colgate-Palmolive has created key trial vehicles in support of the launch. A two-pack with 0.75 oz tubes of each flavor will be available in a sidekick and power chute. The company is also planning heavy support including new TV and Internet advertising, multiple FSIs, in-store displays, sampling and special packs.

New Colgate® Max Fresh™ begins shipping to food, drug and mass merchandiser stores on August 2, 2004. It will be premium priced with the laydown tube parity priced to Colgate® Total® and the liquid gel parity priced to Colgate® 2in1.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Surface 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 Brand, Murphy Oil Soap, Ultra Brite and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate-Palmolive and its products, visit the company's web site at [www.Colgate.com](http://www.Colgate.com).

To view an image of new Colgate® Max Fresh™ Toothpaste with mini Breath Strips, please visit:  
<http://www.newscom.com/cgi-bin/prnh/20040601/MAXFRESH>