



## Colgate® Junior Toothpaste

### New And Improved Colgate® Junior Toothpaste Makes Brushing Fun With Looney Tunes™ Packaging And 3 New Flavors

**NEW YORK, New York, September 26, 1996** -- With the relaunch of Colgate® Junior toothpaste, the Colgate-Palmolive Company is giving cartoon-crazed kids a reason to spend less time in front of the TV and more time brushing their teeth.

New Colgate Junior toothpaste, with Warner Bros.' Looney Tunes™ characters on the packaging of three delicious, kid-tested flavors, is sure to be a success with both parents and kids. Featuring the three most popular Looney Tunes™ characters Colgate Junior is now available in three sparking gel flavors: Bugs Bunny's™ Bubble Fruit, Tweety's™ Berrylicious and Tasmanian Devil's™ Wild Mint.

Understanding that parents are always looking for ways to get kids to brush longer, and that kids want products that are fun, new and improved Colgate Junior, along with Colgate Looney Tunes™ toothbrushes (the number one selling children's toothbrushes)<sup>2</sup>, will help today's kids build a lifetime of good oral care habits.

"Who said brushing your teeth can't be fun?" asks Jack Haber, General Manager, Colgate U.S. Oral Care. "Now that Colgate Junior has Bugs Bunny, Tweety and the Tasmanian Devil on the package and three new flavors, brushing is more appealing to kids than ever."

New and improved Colgate Junior began phasing into food, drug and mass merchandisers on July 1, 1996. It is available in 4.6 oz. regular and stand up tubes.

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 206 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.

Warner Bros.™ Consumer Products, which includes Licensing, Studio Stores, Warner Bros.™ Interactive Entertainment, WI Sport and WB Toys divisions, is a division of Time Warner Entertainment Company.

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<sup>1</sup> Marketing Evaluations, Cartoon Q Report, April/May 1994. Bugs Bunny™, Tweety™ and Tasmanian Devil™ are all trademarks of Warner Bros. <sup>2</sup> Source: A.C.Nielsen, 1996 YTD May EQ Units, 3-Outlet combined.