

## Colgate Introduces A Value-Priced Multi-Benefit Toothpaste

### New Ultra Brite All In One Offers Combination Of Cosmetic And Therapeutic Benefits

**New York, NEW YORK, August 20, 1998** - Colgate, the leader in the toothpaste category, is introducing another innovation in oral care -- a value-priced multi-benefit toothpaste. New Ultra Brite All In One offers a unique combination of cosmetic and therapeutic benefits as it whitens teeth, freshens breath, fights tartar build-up and helps prevent cavities.

The toothpaste category continues to grow, fueled especially by new products from Colgate. Last year's introductions included Colgate Whitening with Baking Soda & Peroxide, Ultra Brite Baking Soda & Peroxide, Colgate Tartar Control plus Whitening Paste and the enormously successful Colgate Total. This year Colgate continued the momentum with My First Colgate with Barney and Colgate Tartar Control plus Whitening Gel.

Ultra Brite already offers some of the strongest SKUs in the value segment and holds the number one position in dollar sales with Ultra Brite Whitening Paste (Source: A.C. Nielsen, FDM Dollar Sales, Latest 3 months as of 5/98). Ultra Brite is the leader in providing the hottest benefits to value consumers having introduced the first value-priced Whitening toothpaste and the first value-priced Baking Soda & Peroxide toothpaste.

The next growth opportunity is multi-benefit products.

"There is definitely a need for this type of product as value consumers are not trading up to premium-priced multi-benefit products," says Jack Haber, Vice President and General Manager of U.S. Oral Care for Colgate-Palmolive. "Consumers are loyal to their price segment. Value-conscious consumers switch within the value price segment, not between price segments."

Consumers will understand that Ultra Brite All In One is different than other value brands while they comparison shop in the toothpaste aisle. The product will be distinct on shelf with a bright gold package that clearly communicates its multi-benefits -- its copy reading Whitens Teeth, Freshens Breath, Fights Tartar, and Helps Prevent Cavities.

Ultra Brite All In One will also grow value segment dollar sales with a higher price point than most competitive value brands.

Ultra Brite All In One is available in a white paste with a refreshing mint flavor in 6.0 oz laminate tubes. It started shipping to food, drug, and mass merchandise stores nationwide in August 1998 and will replace Ultra Brite Gel.

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 U.S., Colgate sells its quality products under such nationally recognized brand names as Colgate, Palmolive, Mennen, Ajax, Irish Spring, Softsoap, Murphy Oil Soap, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.