



Introducing New Colgate Sensitive Plus Whitening Toothpaste

Breakthrough Formula Delivers Maximum Strength Pain Relief And Whitening Too!

NEW YORK (Sept. 8, 2000) - The Colgate-Palmolive Company announces the introduction of Colgate Sensitive Plus Whitening Toothpaste, its latest line extension to complement the recently launched Colgate Sensitive Maximum Strength Toothpaste. New Colgate Sensitive Plus Whitening Toothpaste combines Colgate's patented breakthrough technology that delivers maximum strength⁽¹⁾ pain relief for sensitive teeth with special whitening ingredients to safely and gently remove stains for a whiter, brighter smile.

Like original Colgate Sensitive Maximum Strength Toothpaste, which was launched in February 2000, the whitening line extension contains the same unique dual-formula technology that's clinically proven to provide significantly more pain relief than Sensodyne^(2,3) combined with a high-cleaning silica for safe and gentle whitening. New Colgate Sensitive Plus Whitening delivers maximum strength⁽⁴⁾ pain relief, cavity-fighting fluoride, a refreshing clean mint taste, and safe and gentle whitening - giving sensitive toothpaste consumers the benefits they are looking for in a toothpaste.

During the past year, the sensitive segment has been growing at a rapid pace. "The sensitive segment is up 19.4 percent and is significantly outpacing the category⁽⁵⁾," says Steven Sorrel, Senior Product Manager, Colgate U.S. Oral Care. "In fact, it's the second fastest growing segment behind whitening, which is up 23.3 percent⁽⁶⁾."

In addition, the whitening benefit continues to be the fastest growing consumer need. Since 1996, whitening has grown from 12 percent of the category to more than 32 percent of all toothpaste sales⁽⁷⁾.

Research shows growing interest in whitening benefits among consumers who have sensitive teeth. In fact, 27 percent of all sensitive toothpaste sales are in variants that offer a whitening benefit⁽⁸⁾.

"Both whitening and sensitive are fast-growing, high-profit categories for retailers," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "And with an increasing number of sensitive toothpaste users expressing a strong interest in whitening, Colgate Sensitive Plus Whitening is a win-win for consumers and retailers."

Colgate Sensitive Plus Whitening will retail for approximately \$4.49 for a 4.0 oz tube. It begins shipping to food, drug and mass merchandisers nationwide in October 2000. The launch will be supported with a comprehensive consumer and professional marketing effort, including new advertising from Young & Rubicam beginning in December 2000.

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, Murphy Oil Soap, Ultra Brite and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.

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Footnotes:

1. Contains 5% potassium nitrate (FDA required amount) for hypersensitivity

* Sensodyne® is a registered trademark of Dentco, Inc.

2. Sowinski J, et al. Comparative investigation of the desensitizing efficacy of a new dentifrice vs. Sensodyne® Fluoride Toothpaste. Data on file, Colgate-Palmolive Co.

3. Schiff T, et al. Comparative investigation of the desensitizing efficacy of a new dentifrice vs. Sensodyne® Fluoride Toothpaste. Data on file, Colgate-Palmolive Co.

4. Contains 5% potassium nitrate (FDA required amount) for hypersensitivity

5. A.C. Nielsen, U.S. Food/Drug/Mass, dollar sales, YTD w/e 7/29/00 vs. YAG

6. A.C. Nielsen, U.S. Food/Drug/Mass, dollar sales, YTD w/e 7/29/00 vs. YAG

7. A.C. Nielsen, U.S. Food/Drug/Mass, dollar share, w/e 12/31/96 - 12/31/99

8. A.C. Nielsen, U.S. Food/Drug/Mass, dollar sales, YTD w/e 7/29/00 vs. YAG