



## **New Colgate® Total® Fresh Stripe™ Toothpaste Introduced**

**New York, NEW YORK, February 2, 1999** -- Called the greatest revolution in toothpaste since the introduction of fluoride, Colgate Total® changed the toothpaste category forever when it was introduced in the United States in December 1997.

Now the revolutionary toothpaste is about to become even more popular with the addition of a second variant, new Colgate Total® Fresh Stripe™.

Colgate Total® Fresh Stripe™ delivers the same therapeutic benefits as original Colgate Total® providing long-lasting protection against gingivitis, plaque, caries, calculus and bad breath. To this, the company has added a second great flavor in a green and white gel form to broaden its appeal.

The highly effective formula of Colgate Total and Colgate Total® Fresh Stripe, containing fluoride and the antibacterial ingredient, Triclosan, has been demonstrated clinically to help reduce gingivitis (by 28% to 88%), plaque (by 11% to 59%), caries, calculus (up to 50%) and bad breath (up to 65%) . In addition, its formula (patented until 2008), also contains a co-polymer, Gantrez, which helps the Triclosan to keep working between brushings. No other toothpaste manufactured in the U.S. contains Triclosan or has been cleared to make claims for gingivitis and plaque reduction.

Colgate Total and Colgate Total® Fresh Stripe are the only toothpastes to carry the American Dental Association Seal of Acceptance for protection against caries, gingivitis and plaque.

"In my practice, I've noted marked improvement in the gingival health of the patients I've put on Colgate Total®," says Dr. Peter Clemente, a New Jersey Dentist. "Gingivitis is reduced and there is less bleeding. I'm looking forward to the introduction of Colgate Total® Fresh Stripe to enhance this great product's ability to appeal to a broad spectrum of patients. And personally, I love the flavor!"

First introduced internationally in 1992, Colgate Total is now used by consumers in 104 countries, and independent dental associations in 30 countries, including the American, Canadian and British Dental Associations, have granted it seals of acceptance. However, before clearing this revolutionary toothpaste to be marketed in the U.S., the U.S. Food and Drug Administration conducted an extensive review of the data in Colgate's clinical tests. Colgate Total was granted U.S. FDA approval in July 1997. Colgate Total® Fresh Stripe received U.S. FDA approval December 22, 1998.

"The response of the dental profession community in the United States to the launch of Colgate Total® toothpaste has been terrific," says Dr. Tony Volpe, Vice President, Clinical Dental Research at Colgate-Palmolive. "Now Colgate Total® Fresh Stripe™ will now give both dental professionals and their patients more choice when it comes to flavor."

Colgate Total® Fresh Stripe starts shipping to stores nationwide on March 29, 1999. However, Colgate will introduce Colgate Total® Fresh Stripe to the dental profession in advance with mailings, convention attendance and in-office sales beginning March 1. With more than \$20 million planned in professional support, Colgate will send 38 million Colgate Total® Fresh Stripe and Colgate Total® samples to dental offices and run extensive journal advertising.

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.