

## Introducing New Colgate® Barbie™ Toothpaste

### Colgate And Barbie® Combination Will Encourage Little Girls To Brush

**New York, NEW YORK, March 29, 1999** - Barbie®, the most popular fashion doll ever, can now be a part of every little girl's brushing routine with new Colgate® Barbie™ toothpaste. Now Barbie® doll fans can keep their mouths healthy with new Colgate® Barbie™ toothpaste and coordinating Colgate® Barbie™ toothbrushes. Colgate® Barbie™ is one of the first ADA accepted toothpastes with packaging designed specifically for girls. It is a fun way for young girls to develop important oral care habits to keep strong teeth and healthy gums for a lifetime.

Kids Oral Care is one of the fastest growing segments of Oral Care, with \$60 million in toothpaste dollar sales (Source: A.C. Nielsen, Food, Drug, Mass Dollar Sales 12 months through 12/98). To satisfy this growing demand, Colgate is adding new Colgate® Barbie™ toothpaste to its robust licensed Kids' Oral Care portfolio which includes Colgate® Looney Tunes™ and Colgate® Barney™ toothpaste and toothbrushes. Colgate® Barbie™ toothpaste is sure to be another hit.

"Girls love Barbie® and parents trust Colgate," says Jack Haber, Vice President and General Manager of U.S. Oral Care for Colgate-Palmolive. "With 100 percent awareness with both girls ages 3-7 and their moms (Source: Mattel Inc., Sales Materials 1998), girls will want to brush with their friend Barbie®," says Haber.

Colgate® Barbie™ toothpaste penetrates teeth to fight cavities with clinically proven fluoride protection. The fulfilled toothpaste features a colorful eye-catching design featuring a photo of Barbie® doll and is available in a gentle, sparkling pink, Bubble Fruit fluoride gel. Colgate® Barbie™ doll toothpaste comes in a convenient mess stand-up tube.

The companion Colgate® Barbie™ toothbrushes feature extra soft bristles to protect children's gums and a unique diamond shaped head to fit girls' mouths comfortably. It is available in four Barbie™ designs: Doctor, Pajama Party, Ballerina and Mermaid.

Colgate® Barbie™ toothpaste began shipping nationwide to food, drug, and mass merchandisers on February 1, 1999 and is available in a 4.6 oz stand-up tube with an average retail price of about \$1.99. National promotional support will include high value newspaper inserts and instant redeemable coupons on floorstands.

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, Ultra Brite, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.

Mattel, Inc., with \$4.8 billion in annual revenues, is a worldwide leader in the design, manufacture and marketing of children's products. With headquarters in El Segundo, California, Mattel has offices and facilities in 36 countries and markets its products in more than 150 nations throughout the world.