



Colgate Drives Category Growth With Introduction Of New Colgate Tartar Control Plus Whitening Toothpaste

The First Innovation In Tartar Control Toothpaste Since The Creation Of The Segment

New York, NEW YORK, July 25, 1997 -- The largest segment in the toothpaste category -- Tartar Control -- is about to explode. The Colgate-Palmolive Co. is introducing a line extension to its Colgate Tartar Control line -- new Colgate Tartar Control Plus Whitening toothpaste. This product is the first major innovation in the Tartar Control segment since its inception in the mid-eighties.

Colgate Tartar Control Plus Whitening combines the product benefits of the category's largest segment, Tartar Control, with those of the category's fastest growing segment, Whitening. Providing clinically proven tartar protection plus an extra whitening benefit, this toothpaste gives consumers the best of both worlds. It is also gentle on teeth and safe for everyday use.

Driven by successful new product introductions, the toothpaste category continues to grow. Colgate has been a key contributor to the category's growth with the successful introductions of Colgate Baking Soda & Peroxide toothpaste (1995) and Colgate Whitening with Baking Soda & Peroxide toothpaste (1996). Colgate Tartar Control Plus Whitening is Colgate's third new toothpaste launch in as many years.

"New, value added products are driving category growth and sales," says Jack Haber, General Manager of U.S. Oral Care at Colgate-Palmolive. "Now, Colgate is expanding the largest segment in the category, Tartar Control, with Colgate Tartar Control Plus Whitening. It's the first tartar control toothpaste with an added benefit for consumers -- whitening."

Colgate Tartar Control Plus Whitening will be line priced with the Colgate base. Available in mint flavor in 4.6 oz., 6.4 oz., and 8.2 oz. laminate tubes and a 6.0 oz. stand-up tube, the product has new shiny, gold foil packaging featuring a "whitening swirl" to communicate the added whitening benefit to consumers. The toothpaste starts shipping to food, drug, and mass merchandise stores nationwide on August 18, 1997.

Colgate Tartar Control Plus Whitening will be heavily supported by an advertising campaign developed by Young & Rubicam scheduled to begin in October 1997. Additional promotional support will include introductory high value coupons and "Try Me Free" refund 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, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.