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Colgate-Palmolive Company and Omron Healthcare Enter Broad Cooperation Agreement to Market and Develop Oral Care Products Including Electric Toothbrushes

NEW YORK--(BUSINESS WIRE)-- Colgate-Palmolive, the global oral care leader, and Omron Healthcare, a leader in medical home healthcare and wellness products, today announced a cooperation agreement to market and develop oral care products, including electric toothbrushes.

Through this partnership, Colgate and Omron will produce new oral care solutions that contribute to improved oral health for consumers around the world. Each partner brings distinctive strengths: Colgate's global marketing reach, consumer insights and capabilities in research and development, and Omron's world-class engineering and manufacturing capabilities and unique sensing and control technologies.

The partnership this year will launch a line of electric toothbrushes based on Omron technology that will be marketed by Colgate. This marks an expansion into the electric toothbrush category for Colgate, which is the global leader in manual toothbrushes and also markets battery powered brushes.

"We are extremely pleased to have found a partner like Omron, with their innovative technologies and strong development capabilities," said Issam Bachaalani, VP and General Manager of Colgate-Palmolive's Global Toothbrush Division. "At Colgate, we are committed to improving oral health around the world and through this new relationship with Omron, we will be further expanding our ability to meet the oral care needs of more consumers and dental professionals."

"Collaborating with a company like Colgate-Palmolive provides Omron with the perfect opportunity to extend our products and technologies across geographies, given Colgate's global presence," said Kiichiro Miyata, President and CEO of Omron Healthcare Co., Ltd. "We believe our combined efforts will further enhance the health and well-being of consumers in more places than ever before. Together, Colgate and Omron will strive to meet and exceed the needs of consumers around the world."

About Colgate-Palmolive Company

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's web site at www.colgatepalmolive.com. To learn more about Colgate's Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>. CL-C

About Omron Healthcare

Committed to improving people's lives, Omron Healthcare provides clinically proven, innovative medical equipment for health monitoring and therapy. Our product portfolio includes blood pressure monitors, respiratory devices, electronic fever thermometers, blood glucose monitors and activity monitors as well as body composition monitors and professional medical devices. For many decades Omron's devices help people to prevent, treat and manage lifestyle diseases both at home and in clinical practice in more than 100 countries in the world. Omron Healthcare Group is headquartered in Kyoto, Japan. Omron Healthcare Europe B.V. is the healthcare division for Europe, Russia, Middle East and Africa, and provides service to customers in more than 60 countries through a powerful distribution network.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50429323&lang=en>

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