



## Colgate-Palmolive Introduces Colgate® PROCLINICAL™ Toothpaste

### A new line of professionally inspired daily toothpaste featuring clinically proven technology

New York, NY (March 30, 2010) - Colgate-Palmolive, a world leader in oral care, proudly introduces **Colgate® PROCLINICAL™** - an exclusive, new line of professionally inspired daily toothpaste formulated with clinically proven technologies. Engineered by Colgate's scientists and dental professionals, Colgate® PROCLINICAL™ empowers consumers to achieve their ultimate smile by brushing daily with professionally inspired formulas in the comfort of their own home.

"The launch of Colgate® PROCLINICAL marks a significant advancement in premium oral care," said Spencer Pingel, General Manager, U.S. Oral Care, Colgate-Palmolive. "Consumers, particularly women, continue to seek proven, professional-grade health and beauty solutions. New Colgate® PROCLINICAL™ responds to this trend by providing a new approach to daily oral care - providing targeted benefits for health and beauty seekers through powerful, clinically proven technologies."

Supported by years of research and development, the Colgate® PROCLINICAL™ line provides customized oral care solutions and effectively fights cavities and helps remove plaque with regular brushing. The Colgate® PROCLINICAL™ line includes three variants - *Daily Whitening* for removing surface stains, *Daily Cleaning* for polishing teeth and *Daily Renewal for Enamel* for fortifying enamel.

**Colgate® PROCLINICAL™ Daily Whitening** contains clinically proven whitening technology. The ProLuminex™ crystals - Colgate's highest level of high performance whitening silica - are whiten teeth by removing surface stains, while tartar-fighting ingredients work to keep stains from re-depositing on teeth. The clinically proven technology in the Daily Whitening formula has been shown to reduce surface stains after only a few weeks.

**Colgate® PROCLINICAL™ Daily Cleaning** is formulated with Prophy Silica™ micro-buffers - an ingredient similar to what dentists use. The Prophy Silica™ in combination with the high cleaning silica in the formula, gives a unique whole mouth clean feeling without a gritty feel, leaving teeth whiter and polished. Its dual phosphate system works to remove tartar and the formula fights cavities and helps remove plaque with regular brushing.

**Colgate® PROCLINICAL™ Daily Renewal for Enamel** is designed with a unique formula to strengthen tooth enamel by reinforcing weak spots, protecting teeth from food acids keeping them strong and healthy. Containing a ProMinerals™ complex, comprised of the highest level of fluoride available in a daily toothpaste without a prescription, Daily Renewal for Enamel fights cavities and fortifies tooth enamel, while the great flavor leaves your gums feeling rejuvenated.

### ***Access to Professional Expertise Everyday at Home***

As a global leader in oral care, Colgate-Palmolive continues to deliver products that address consumers' diverse oral care needs. The launch of Colgate Total® - the brand most recommended by dental professionals worldwide - first extended Colgate-Palmolive's technology leadership. Now the introduction of Colgate® PROCLINICAL™ combines Colgate's long standing leadership in the oral care category with a new offering designed to give consumers access to professional expertise at home.

"Colgate is committed to helping improve the oral health and well-being of consumers worldwide," said Dr. William Devizio, Vice President, Global Technology, Research and Development, Colgate-Palmolive. "Developing a professionally inspired line of daily toothpaste became a strong priority. To do so, we took a unique approach by establishing the PROCLINICAL™ team. This team of highly specialized Colgate scientists and dental professionals applied their broad expertise in dentistry to develop Colgate® PROCLINICAL™ - an exciting line of toothpaste formulated to deliver clinically proven benefits."

The line of Colgate® PROCLINICAL™ toothpaste is currently available at mass retailers and grocery stores nationwide with a suggested retail price of \$3.99 (Mass) and \$4.49 (Food/Drug). For more information and to discover which Colgate® PROCLINICAL™ variant best suits your needs, please visit [www.ColgateProClinical.com](http://www.ColgateProClinical.com).

### **About Colgate-Palmolive Company**

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® Brand, Murphy® Oil Soap, and Ultra Brite®, as well as Hill's® Science Diet® and Hill's® Prescription Diet® pet foods. For more information about Colgate-Palmolive and its

products, visit the company's web site at [www.Colgate.com](http://www.Colgate.com).