



August 28, 2012

Colgate-Palmolive Introduces Optic White™ Regimen

NEW YORK (August 28, 2012) - Representing a milestone in teeth whitening technology, Colgate-Palmolive's full Optic White™ Regimen makes it convenient and effective to achieve whiter teeth in just five days. This breakthrough whitening system features Colgate's best-selling toothpaste, Optic White®, along with the new Colgate® Optic White™ Mouthwash and Colgate® 360° Optic White® Power Toothbrush.

"Consumers are always looking for better, faster ways to whiten their teeth, while getting the same benefits they expect from their everyday brushing routine," said Philip Durocher, Vice President, Oral Care, Colgate-Palmolive. "Our scientists and dental professionals designed the Optic White™ Regimen to safely and effectively whiten teeth while taking care of consumers' oral care needs."

The Colgate® Optic White™ Regimen's enamel-safe technology whitens by removing stains on teeth every time you brush and rinse. Colgate's clinical studies found that using the Optic White™ Regimen whitens teeth in five days. Using Colgate® Optic White® Toothpaste on a daily basis over a four week period, resulted in teeth that are 3+ shades whiter.

As a global leader in oral care, Colgate-Palmolive continues to deliver solutions that help improve the oral health and well-being of consumers worldwide. The Colgate® Optic White™ Regimen extends Colgate-Palmolive's technology leadership within the whitening segment and will continue to revolutionize the way millions of consumers whiten their teeth.

All products in the Colgate® Optic White™ family including Colgate® Optic White™ Mouthwash, Colgate® Optic White® Toothpaste, and the Colgate® 360° Optic White® Power and Manual Toothbrushes - are available at mass retail, drug and grocery stores nationwide. For more information about the Colgate® Optic White™ Regimen, visit www.colgateopticwhite.com.

About Colgate-Palmolive

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, 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.Colgate.com. To learn more about Colgate's global oral health education program, Bright Smiles, Bright Futures®, please visit <http://www.colgatebsbf.com>.