



Introducing New Colgate® Total® 2in1 Toothpaste

New Toothpaste Contains All the Therapeutic Benefits of Colgate® Total® in Popular Liquid Gel Form

NEW YORK (Nov. 20, 2003) - Colgate-Palmolive announces the introduction of new **Colgate® Total® Advanced Fresh 2in1 Toothpaste** - a liquid gel version of Colgate Total that has all the therapeutic benefits of Colgate Total and freshens breath for 12 hours. The liquid gel toothpaste segment continues to grow at a rapid pace, with double-digit, year-on-year growth since 2001¹. Colgate® 2in1 toothpaste, first launched in 2000, dominates the segment, capturing 66% of dollar sales². Recent additions to the 2in1 line, including Kids Bubble Gum and Watermelon toothpastes, have been successful in driving incremental brand growth. Colgate® Total® Advanced Fresh 2in1 toothpaste is expected to further Colgate's leadership in the liquid gel segment.

"Previously, consumers who desired the therapeutic benefits of America's #1 toothpaste, Colgate® Total®, but also sought the popular liquid gel form, had to choose between the two," said Suzan Harrison, Vice President and General Manager for U.S. Oral Care. "Now, with Colgate® Total® Advanced Fresh 2in1 toothpaste, consumers can get a liquid gel toothpaste that is clinically proven to help fight cavities, gingivitis, plaque, and tartar and to freshen breath for 12 hours."

Colgate® Total® Advanced Fresh 2in1 also capitalizes on the successful launch of Colgate® Total® Advanced Fresh toothpaste, which added 12-hour fresh breath protection to the unique benefits of the Colgate Total formula. The new Colgate® Total® Advanced Fresh 2in1 features the same high-impact flavor as Colgate® Total® Advanced Fresh, and is clinically proven to freshen breath for 12 hours. Fresh breath protection is extremely important to consumers. In fact, toothpastes that provide this benefit are growing, with sales for these products up almost 150 percent³.

Colgate® Total® Advanced Fresh 2in1 Toothpaste will be on shelves nationwide in February 2004. It will be available in both Family (4.6oz) and Super (5.8oz) sizes and will be priced parity to Colgate® 2in1 and Colgate® Total® at \$2.99 and \$3.49 respectively. Launch plans include advertising, FSIs, special packs, sampling, Internet, and in-store activities.

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, Ultra Brite and Fab, 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.

To view a photo of new Colgate® Total® Advanced Fresh 2in1 Toothpaste, please visit <http://www.newscom.com/cgi-bin/prnh/20031119/FRESH2IN1>

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¹ Source: AC Nielsen, FDKTO, YTD \$ through July '03 vs. previous

² Source: AC Nielsen, FDKTO, YTD \$ through July '03 vs. previous

³ Source: A.C.Nielsen Scantrack, All Outlet, FY2002