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## Talk Show Host, Kelly Ripa, Signs on as Colgate Total® Spokesperson for New "You Can Do It" Campaign

*Kelly Ripa Joins Colgate Total® Toothpaste in New Campaign Encouraging Consumers to Take Charge of Their Health*

NEW YORK--(BUSINESS WIRE)-- Colgate Total® and television personality, Kelly Ripa, have partnered to launch the brand's new campaign "You Can Do It", to encourage consumers to take control of their health and well-being, including proper oral hygiene. This Colgate Total® initiative is designed to empower consumers to prioritize their health by making small, achievable goals that can help improve their overall health. As part of this campaign, Kelly Ripa is asking consumers to follow her lead by committing to healthy living and discovering the importance of a healthy mouth.

"I'm always setting new goals for myself from exercising more to eating more fruits and vegetables. People say it's hard to follow a healthy routine, but with Colgate Total®, you can do it," said Kelly Ripa. "A healthy mouth is vital to maintaining a healthy body, so I'm resolving to make oral hygiene a stronger part of my overall health routine. It's a small, easy change that will have a great impact. I want to motivate others by showing them that they can do it too."

Kelly Ripa's involvement in the campaign is inclusive of television creative, digital, social and PR activations with a new TV commercial (<https://www.youtube.com/watch?v=CDhZCQ2l9nE>), which airs today. The new spot showcases Kelly Ripa making small changes in her routine and lifestyle to help improve her health while also communicating how Colgate Total® toothpaste plays an integral part in achieving a healthy mouth. By fighting germs, strengthening enamel and improving gum health, Colgate Total® allows consumers to take charge of their oral health every day.

"Most people do not consider their oral health when thinking about overall health, but a healthy mouth is extremely important," said Philip Durocher, Vice President & General Manager, U.S. Oral Care Marketing, Colgate-Palmolive. "It's important to use a toothpaste that does more than just maintain the health of your teeth. Colgate Total® toothpaste delivers an advanced formula that actually helps improve mouth health simply by brushing. It helps fight dental plaque germs for 12 hours, starts to fortify enamel in 24 hours, and helps improve gum health with continued use in just four weeks."

As part of the overall campaign, Colgate Total® will be rolling out various elements on its website and the Colgate Facebook page ([www.Facebook.com/Colgate](http://www.Facebook.com/Colgate)). Elements include simple tips from health coach Dr. Roshini Raj, incentives for consumers to commit to improving their oral health and to share what inspires them to get healthy. For more information on the new "You Can Do It" campaign, please visit <http://www.colgatetotal.com> or visit <https://www.youtube.com/watch?v=CDhZCQ2l9nE> to view the new TV commercial.

### About Colgate Total® Products

Colgate Total® offers a broad portfolio of products that provide a range of oral care benefits. Each product has a formula that helps improve the health of your mouth, to make you confident you are taking better control of your oral care. Colgate Total® toothpaste has an antibacterial formula clinically proven to actively fight plaque germs for 12 hours. It is the only toothpaste both approved by the U.S. Food and Drug Administration (FDA) to prevent gingivitis\* and accepted by the American Dental Association to fight plaque and gingivitis. Colgate Total® toothpaste also is the number-one toothpaste recommended most by dentists and hygienists.

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

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