



## **Colgate Total™ Toothpaste For Sale In U.S.**

### **FDA Clears Colgate Total Toothpaste For Sale In U.S. First And Only Toothpaste That Can Legitimately Claim It Helps Prevent Gingivitis, Plaque And Cavities**

**New York, NY, July 14, 1997** -- Colgate-Palmolive Company today announced that the U.S. Food and Drug Administration (FDA) has cleared Colgate Total Toothpaste for retail sale in the United States. Colgate Total is the first toothpaste ever that can legitimately claim that it helps prevent gingivitis, plaque and cavities -- the most common dental problems that people face today.

The unique formula of Colgate Total, containing fluoride and the antimicrobial ingredient, Triclosan, has been demonstrated clinically to help prevent gingivitis, plaque and cavities. No other toothpaste manufactured in the United States contains Triclosan or has been cleared to make claims for gingivitis and plaque reduction. It is also the first and only toothpaste that has earned the American Dental Association (ADA) Seal of Acceptance for gingivitis, plaque, cavities and tartar benefits.

Lois Juliber, Colgate-Palmolive's Chief of Operations for Developed Markets said, "Colgate Total is a toothpaste that is unlike any other available on the United States market. It is distinctive because it is the only toothpaste with clinically proven ingredients that help prevent gingivitis, plaque and cavities, as well as tartar and bad breath. And, because it also contains a unique patented co-polymer, Gantrez, it continues to be active between brushings. We believe Colgate Total is the most significant advancement in home dental care since the introduction of fluoride. We are pleased that the FDA's rigorous review of our application has been successfully completed."

Dr. Sigmund S. Socransky, Associate Professor of Oral Biology, Harvard School of Dental Medicine, and Senior Member of the Staff and Head, Departments of Microbiology and Periodontology, Forsyth Dental Center said, "The Colgate Total triclosan co-polymer formulation is one of the most remarkable oral therapeutic achievements in the last 20 years."

Dr. Sebastian Ciancio, Chairman of the Department of Periodontology, State University of New York, and past president of the American Academy of Periodontology said, "Colgate Total Toothpaste represents a major breakthrough in home dental care. It is as clinically important for the prevention of gingivitis as fluoride toothpaste is in the prevention of tooth decay."

Colgate will begin selling Colgate Total in the United States within the next six months.

First introduced internationally in 1992, Colgate Total is now used by consumers in 103 countries who have purchased nearly half a billion tubes. However, before permitting it to be marketed in the U.S., the FDA conducted an extensive review of data in Colgate's clinical tests. These included five major studies which supported the safety and efficacy of the toothpaste.

Independent dental associations in 30 countries, including the American, Canadian and British Dental Associations, have granted seals of acceptance to Colgate Total.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Care, Fabric Care and Pet Nutrition. Colgate sells its quality products in over 200 countries and territories under such internationally recognized brand names as Colgate, Palmolive, Mennen, Kolynos, Ajax, Soupline, Suavitel and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.