



New Colgate Fresh Confidence With Whitening Toothpaste Delivers Long-Lasting Fresh Breath and Whiter Teeth

High-impact flavor appeals to gum and mint consumers

NEW YORK (October 19, 2001) - Capitalizing on consumers' desires for fresh breath and whiter teeth, Colgate is introducing Colgate® Fresh Confidence™ with Whitening, a great-tasting toothpaste that delivers long-lasting fresh breath, a whiter smile and an intense flavor from a brand consumers trust. Colgate® Fresh Confidence™ with Whitening helps to get to the source of bad breath -- odor-causing bacteria -- so the mouth stays clean and fresh for hours. Plus, it whitens teeth.

The toothpaste category is growing and new products are driving that growth ⁽¹⁾. Consumers also are seeking high-impact flavors and are going outside the Oral Care Category to find them. The explosion in the Mints & Gums Category indicates that consumers have a heightened focus on the fresh breath benefit, and products with high-impact flavors are driving that category.

"Fresh breath is a key attribute for consumers," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "We know that consumers are socially active and concerned about fresh breath. We also know they seek high-impact flavors and are heavy purchasers of mints. New Colgate Fresh Confidence with Whitening is the perfect toothpaste for this consumer because it doesn't just mask odor, it truly freshens breath while the high-impact flavor delivers maximum cooling sensation."

The U.S. introduction of Colgate Fresh Confidence continues Colgate's strong tradition of making its most popular products available to its consumers around the world. Following the successful global introductions of other Colgate oral care powerhouse products like Colgate® Total® Toothpaste and Colgate 2in1 Toothpaste & Mouthwash, Colgate Fresh Confidence has already been launched in more than 50 countries.

Colgate Fresh Confidence with Whitening will first arrive in U.S. food, drug and mass merchandise stores December 27, 2001. The product will look new and different on shelf with its shiny, green foil carton. Colgate Fresh Confidence with Whitening will be available in 6.0 oz. and 7.8 oz. tubes and have a retail average selling price of \$2.99 and \$3.49, respectively. It will be priced at parity to Colgate's other premium toothpastes.

Over \$30 million in General Market, Hispanic and African-American consumer support is planned, including new print and television advertising, high-value FSIs, targeted sampling and in-store displays. New advertising from Young and Rubicam begins in February 2002.

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, 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.

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Footnotes:

(1) A.C. Nielsen.