



Colgate Introduces Toothbrushes And Toothpaste Inspired by Disney/Pixar's Monsters, Inc.

NEW YORK (Oct. 8, 2001) - Plaque and cavities have been running scared since Colgate introduced a new line of toothbrushes and toothpaste inspired by Disney/Pixar's Monsters, Inc. this fall. The line features loveable characters from the new movie, which opens November 2, 2001.

The 3-D soft grip toothbrushes feature four collectible figures from the movie: Mike, Sulley, Boo and Randall, and are recommended for kids ages 3 to 8. The toothpaste is available in Bubble Fruit Flavor and is recommended for kids ages 2 to 6. The Colgate Monsters, Inc. toothbrushes and toothpaste have a suggested retail price of \$2.99 and arrived in stores in September 2001.

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.