



Introducing New Colgate® Herbal White Toothpaste

New Colgate® Herbal White offers Consumers a Great New Brushing Experience

NEW YORK (Nov. 5, 2002) - Colgate-Palmolive is announcing the U.S. introduction of new Colgate® Herbal White™. Its unique formula combines Colgate's expert science with some of nature's finest ingredients to give you strong, natural white teeth. Plus it has a gentle stain-removing, whitening ingredient.

Consumers will love the great brushing experience they get with Colgate Herbal White. With a unique flavor and distinctive mouth feel, Colgate Herbal White offers a new option in oral care.

What's different about Colgate Herbal White? For one thing, natural herbs! Included in the Colgate Herbal White formula are: Melissa -- known for its soothing properties, this herb is also used in teas and perfumery; Eucalyptus -- known for its stimulating, energizing properties and characteristic fresh flavor; Mint -- known for its invigorating, strong fresh flavor; and Lemon Extract -- known for its fresh, long-lasting flavor. It also has fluoride for great cavity protection and a special whitening ingredient.

"The fact that a major brand has combined a whitening benefit with a unique blend of herbs to create a whole new brushing experience makes this a great opportunity for consumers," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care.

Colgate Herbal is already a global success, having been introduced in more than 55 markets worldwide.

Colgate Herbal White will first arrive in U.S. food, drug and mass merchandise stores January 3, 2003. The product will look new and different on shelf with its herbal motif carton. Colgate Herbal White will be available in 4.2 oz., 6.0 oz. and 7.8 oz. tubes and have a retail average selling price of \$2.49, \$2.99 and \$3.49, respectively. It will be priced at parity to Colgate's other premium toothpastes.

A comprehensive consumer support plan for Colgate Herbal White will include new print and television advertising, multiple FSIs, internet marketing and in-store displays.

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.