



## **Karla Martinez Promotes Healthy Smiles Among Hispanics in the U.S. as New Spokesperson for Colgate Total® Toothpaste**

Colgate-Palmolive, the global leader in oral care, today announced a partnership with respected TV personality Karla Martínez. Colgate selected Martínez, current co-host of Univision's "Despierta America", as a spokesperson for Colgate Total® toothpaste to help raise awareness around the importance of oral health among Hispanic families in the United States.

"We are thrilled to be working with such a high-spirited talent, who wholeheartedly believes in the importance of proper dental care," said David Cardona, Marketing Director, Multicultural Marketing, Colgate-Palmolive. "There are great synergies between Colgate Total® and Karla's approach to promoting a healthy lifestyle, which makes her an ideal choice for us as our new spokesperson."

As the new face for Colgate Total® toothpaste, Martínez is all smiles as she embraces her new role and looks forward to raising awareness about healthy oral care habits among the Hispanic community.

"As a young girl I was always told that I had *una sonrisa Colgate*, so it's been a professional dream of mine to work with Colgate," said Karla Martínez. "As a busy mom and working professional, taking the time to keep my smile healthy remains a top priority. I am honored to have been selected by Colgate to help educate my community about the 12 hour benefits of Colgate Total® and the positive impact proper dental care can have."

Colgate Total®, the toothpaste most recommended by dentists, reduces 90% of germs for 12 hours.\* Colgate Total® contains an antibacterial ingredient that protects against the growth of bacteria which can cause cavities, gingivitis and bad breath.

To learn more about Colgate Total® and Karla Martínez, please visit <http://www.colgate.com/espanol>.

\* LEGAL DISCLAIMER: 12 hours after brushing vs. ordinary, non-antibacterial toothpaste.

### **ABOUT COLGATE-PALMOLIVE COMPANY**

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate 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, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate's global business, visit the Company's web site at <http://www.colgate.com>.

### **ABOUT KARLA MARTINEZ**

Before Karla began her entertainment career, she was a young girl with big dreams in Ciudad Juarez, Mexico. With her heart set on breaking into the industry, she pursued a degree in communications from the University of Texas, El Paso. Her hard work paid off and she began her career as a reporter for the popular Univision show "El Gordo y La Flaca." Eventually she moved on to co-host "Control" on the same network. In 2006, she joined the cast of "Despierta America," one of the country's top rated morning shows, and a leader in Spanish TV. Now, as the face of Colgate Total®, Karla will appear in the newly developed integrated marketing campaign including commercials, print and online ads as well as a variety of promotions.