



## **Retailer Demand Extraordinary For New Teeth Whitening Gel That's Easy To Use and Affordable**

**Colgate-Palmolive's eagerly anticipated revolutionary new at-home teeth whitening gel called Colgate® Simply White arrives in stores today nationwide.**

**NEW YORK (August 22, 2002)** - Colgate-Palmolive's eagerly anticipated revolutionary new at-home teeth whitening gel called Colgate® Simply White™ arrives in stores today nationwide. Colgate® Simply White™ is the first major at-home teeth whitening product that is easy to use with a brush-on applicator, clinically proven to deliver noticeably whiter teeth, and affordably priced at only \$14.99.

Retailer demand has been extraordinary with orders well in excess of what Colgate initially estimated. In fact, the advertising start date has been accelerated because the product will be in such wide distribution so early. Colgate is spending over \$60 million on this launch - the biggest product introduction since Colgate Total Toothpaste in 1998. And retailers believe the category will more than double - from \$187 million to approximately \$400 million in 2003.

"Colgate® Simply White™ eliminates the hassle associated with current at-home whitening products because it does not require trays, strips or cumbersome devices," said Ian Cook, Executive Vice President and President of Colgate North America. "An easy and affordable solution, Simply White™ is clinically proven to deliver noticeably whiter teeth."

New Colgate® Simply White™ is a clear gel product that is made with a polymer system that adheres to teeth without being washed away so that the whitening ingredients work without trays or strips. There is no need to rinse after applying. Once it is applied, talk on the phone, go to work, exercise - Colgate® Simply White™ is invisible so no one will know it is on.

To use, brush teeth and then dry the surface of the teeth. Then just brush on the gel with the applicator, let the product dry for 30 seconds and then wait for 30 minutes before eating and drinking. When used twice a day for 14 days, Colgate® Simply White™ provides significantly noticeable results. In fact, many users saw noticeable results in just five days.

Colgate-Palmolive is the world leader in oral care. For more information about Colgate and its products, visit the company's web site at [www.Colgate.com](http://www.Colgate.com).