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Colgate-Palmolive Honors World Water Day by Expanding Water Conservation Campaign to Over 60 Countries

Featuring its award-winning ad, the #EveryDropCounts campaign aims to drive consumer awareness of global water issues

NEW YORK--(BUSINESS WIRE)-- With one in 10 people worldwide - almost twice the population of the United States - lacking access to clean water, raising conservation awareness is more important now than ever. To honor World Water Day 2016 and help shed light on global water shortages, Colgate-Palmolive Company will air its award winning ['Save Water' ad](#) in over 60 countries as part of the company's global efforts to expand its [#EveryDropCounts campaign](#).

Originally developed in 2014 in support of Colgate's 'Save Water' initiative, the ad was created to illustrate how a seemingly small act, like turning off the faucet while brushing your teeth, can make a big difference. The video has earned top industry recognition with a Cannes Lion Award, and has continued to gain consumer recognition in social media, with almost 8 million views to date.

Recognizing the responsibility businesses have in addressing the global issue of water security, Colgate has made water a global sustainability priority. Colgate's broader global 'Save Water' initiative began as part of the company's long-standing commitment to promoting water conservation awareness to all of its global consumers by 2020.

In addition to launching the ad in new markets, Colgate plans to further expand its successful 'Save Water' initiative by rolling out the 'Save Water' logo reminder on the back of all product packaging, starting with toothpaste and toothbrushes, then expanding to other water related categories. The company will also look to engage consumers online via social media as well as in store, partnering with key retailers around the world to educate shoppers about World Water Day and Colgate's 'Save Water' commitment.

Consumers are encouraged to celebrate World Water Day and show their support for water conservation by spreading the word on social media using the campaign hashtag, #EveryDropCounts.

Recognized for water stewardship, Colgate was one of only eight global companies named to the 2015 [CDP Water A List](#), an exclusive list of corporate leaders in water conservation with best practice actions to manage water and mitigate water risk. As part of Colgate's 2015-2020 sustainability strategy commitment to "Making Every Drop of Water Count," the company established water-related goals to:

- | Reduce manufacturing water intensity by half compared to 2002
- | Replenish water withdrawn in highly stressed regions
- | Increase supplier participation in our water stewardship program
- | Partner with local and global organizations to bring clean water to underserved areas of the world
- | Promote water conservation awareness to all our global consumers

To learn more about Colgate's #EveryDropCounts campaign, please visit www.Colgate.com/EveryDropCounts. For more information about sustainability at Colgate including progress updates on the company's 2020 water goals, please visit www.ColgatePalmolive.com/Sustainability.

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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, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Hill's Ideal Balance. For more information about Colgate's global business, visit the Company's web site at <http://www.colgatepalmolive.com>. To learn more about Colgate Bright Smiles, Bright Futures® oral health education program, please visit <http://www.colgatebsbf.com>.

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