



Colgate® Introduces New 2 In 1 For Kids

Bubble Gum Flavored Liquid Toothpaste Makes Brushing More Fun

NEW YORK (July 3, 2002) - Colgate-Palmolive is making brushing fun for kids with the introduction of Colgate® 2in1 Kids - Bubble Gum Flavor liquid toothpaste. New Colgate® 2in1 Kids combines the cleaning power of toothpaste and mouthwash in a bubble gum flavor that will make kids want to brush longer.

There is a huge opportunity for a kid's 2in1 toothpaste. Mothers are always looking for fun new products that will get their kids to brush longer and they want products that don't leave a mess on the sink. Kids, of course, demand a great taste.¹

"Colgate® 2in1 continues to be the number one brand in the liquid toothpaste segment² - consumers say they love its convenience and effectiveness," said Suzan Harrison, Vice President and General Manager, Colgate U.S. Oral Care. "But we didn't want adults to have all the fun so we're making brushing more fun for kids in the same form but in a new flavor they love best, bubble gum."

The liquid gel flows easily in between teeth to get to the hard-to-reach places kids often miss when brushing, and the light foaming action makes their brushing more effective and fun. Colgate® 2in1 Kids - Bubble Gum Flavor delivers the clinically proven cavity protection consumers expect from Colgate oral care products and the added assurance of fluoride in a bright, colorful package kids find easy to grip and use. There is also less to clean up in the sink as the liquid gel rinses away easily with water.

The bright pink, bubble gum-flavored liquid is packaged in a clear plastic stand-up container with an easy flip-top cap. And because of its convenient size, it's completely portable - small enough to fit easily in a school backpack to encourage brushing after lunch and snack time.

Colgate® 2in1 Kids - Bubble Gum Flavor will retail parity to the rest of the 2in1 line at \$2.99 for a 4.6-ounce bottle and begin arriving on retail shelves in September 2002.

Colgate® 2in1 Kids - Bubble Gum Flavor follows the successful introduction of the original Colgate® 2in1 line of toothpaste and mouthwash in 2000, and the most recent launch of Icy Blast Whitening 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 and its products, visit the company's web site at www.colgate.com.

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¹ Colgate Kids Toothpaste, Product Performance Audit, May 2001.

² A.C. Nielsen, Consumption Data, YTD 2002.