

Colgate Total Fresh Stripe Approved by the US FDA

Expected to Broaden the Appeal of the Leading U.S. Toothpaste Brand

New York, New York, December 22, 1998 ... The Colgate-Palmolive Company announced today that it has just received U.S. Food and Drug Administration approval to market Colgate Total Fresh Stripe toothpaste, a second variant of the very successful Colgate Total toothpaste line. Colgate Total was the first toothpaste approved by the FDA to help prevent gingivitis, plaque and cavities. It was introduced in the United States in December 1997 and is today the #1 U.S. toothpaste in dollar sales. (Source: A.C. Nielsen Company, U.S. 3-Outlet Dollar Sales YTD through 10/24/98 vs. Year Ago.)

Colgate Total Fresh Stripe has the same clinically proven and FDA approved formula. In addition, it has a high impact mint flavor in a striped gel form to broaden its appeal and enhance the long-lasting breath protection benefit. As well as the FDA approval, it will also carry the American Dental Association Seal of Acceptance for protection against cavities, gingivitis and plaque. It will be shipping to stores at the end of March.

"Colgate Total Fresh Stripe will appeal to U.S. consumers who have not yet tried Colgate Total toothpaste. This should further expand Colgate's leadership position in U.S. toothpaste and strengthen Colgate Total's overall position as it has done in the 58 other countries where it has been introduced," says Ian Cook, President - Colgate-Palmolive North America.

In the United Kingdom, Colgate Total Fresh Stripe helped lift the Colgate market share to 35%, the highest it's been in many years. (Source: IRI Infoscan, Total GB Sterling share of market, YTD through 11/1/98.) And in Canada, Colgate recently achieved a record 43% of the toothpaste market (Source: A.C. Nielsen Company, Canada, Drug and Total Grocery Dollar Shares 4 weeks ending 11/7/98.) with the help of Colgate Total Fresh Stripe.

First introduced internationally in 1992, Colgate Total is now used by consumers in 104 countries, and independent dental associations in 30 countries, including the American, Canadian and British Dental Associations, have granted it seals of acceptance.

The highly effective formula of Colgate Total and Colgate Total Fresh Stripe, containing fluoride and the antibacterial ingredient, Triclosan, has been demonstrated clinically to help prevent gingivitis, plaque, cavities, tartar and bad breath. In addition, its formula (patented until 2008), also contains a co-polymer, Gantrez, which continues to work between brushings. No other toothpaste manufactured in the U.S. contains Triclosan or has been cleared to make claims for gingivitis and plaque reduction.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Care, Fabric Care and Pet Nutrition. In the US, Colgate sells its quality products under such nationally recognized brand names as Colgate, Palmolive, Mennen, Ajax, Irish Spring, Softsoap, Murphy Oil Soap, Ultra Brite, Baby Magic, and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.