

## Colgate Prepares To Bring New Consumers Into The Powered Toothpaste Segment

### Introducing Colgate Motion™, a new entry level battery toothbrush

**NEW YORK (September 20, 2001)** - Colgate-Palmolive will propel the powered toothbrush segment growth to new heights with a new entry level battery brush. Introducing Colgate Motion, the new battery operated toothbrush that gives consumers an outstanding clean at a price that will make them smile. With a suggested retail price of just \$5.99, Colgate Motion should entice new consumers into the powered toothbrush segment.

Colgate Motion features oscillating bristles which effectively loosen plaque from teeth and along the gum line, stationary bristles to help sweep away plaque and bacteria as well as soft, multi-height bristles to help get in between teeth while being gentle on gums. It has a sleek handle that is easy to hold and a non-slip grip. It comes with two batteries and a waterproof base cap to protect the batteries and motor from water. It is available in six great colors.

Powered brushes are driving overall toothbrush category growth<sup>(1)</sup>. Growth is being fueled by battery brushes<sup>(2)</sup> with battery toothbrushes now accounting for 38 percent of the powered segment, up significantly since 1999 when battery toothbrushes were only 4% of the segment<sup>(3)</sup>.

Colgate Actibrush® battery powered toothbrush has led this charge and is still going strong with steady consumption growth<sup>(4)</sup>. In fact, the success of Colgate Actibrush has led to a surge in competitive entrants since its introduction in May 2000. Consumers love the superior clean (to an ordinary manual toothbrush) of the Colgate Actibrush. A strong consumer support plan is driving trial, innovation and special display programs are driving excitement, and the successful introduction of Colgate Actibrush Bzzz™ for Kids has added incremental share<sup>(5)</sup>.

But, there is even more growth potential. The battery segment is evolving to include multiple price tiers -- entry level battery, premium battery and rechargeable electric -- with distinct features at each tier.

"The key to driving growth for emerging segments is multiple offerings," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "It provides consumers with choice, and it increases consumer support by having a higher awareness of the segment. For example, look at the explosion in the whitening segment. It started with just two products that accounted for 2 percent of the category. Five years later there were 18 products in three price tiers accounting for 39 percent of the category<sup>(6)</sup>."

The benefits of entry level battery brushes are a combination of oscillating and stationery bristles, a low price point (under \$6) and appealing graphics and colors. Colgate has the perfect platform to trade consumers up from the manual toothbrush, to the entry level battery brush to the premium battery brush.

Colgate Motion displays will first arrive at U.S. retailers October 23, 2001, and open stock first arrival is January 2, 2002. Colgate Motion will retail for about \$5.99. With the introduction of Colgate Motion, there will be a year round in store and promotional presence for Colgate powered toothbrushes as it will be on display when Colgate Actibrush is not.

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-Palmolive and its products, visit the company's web site at [www.Colgate.com](http://www.Colgate.com).

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#### Footnotes:

(1) A.C. Nielsen, dollar sales period ending 3/31/01.

(2) A.C. Nielsen, dollar sales period ending 3/31/01.

(3) A.C. Nielsen, dollar sales period ending 3/31/01.

(4) A.C. Nielsen, dollar sales period ending 3/31/01.

(5) Power Toothbrush A&U - Pacific Data Corp - April 2001; Nielsen T&R.

(6) Nielsen Household Panel Data, 1995 and 2000.