



Colgate® Makes Its Best Toothpaste Even Better With New Whitening Benefits

Colgate® Total® Plus Whitening Helps To Fight Cavities, Prevent Gingivitis, Reduce Plaque, Control Calculus Buildup, Fight Bad Breath and Whiten Teeth

NEW YORK (Jan. 3, 2001) - The #1 selling toothpaste on the market is giving consumers even more with the introduction of new Colgate® Total® Plus Whitening toothpaste. Delivering the benefits most desired by consumers, Colgate Total Plus Whitening is the only toothpaste clinically proven to whiten teeth and also provide 12-hour protection that helps fight cavities, prevent gingivitis, reduce plaque, control calculus buildup and fight bad breath.

Colgate Total Plus Whitening delivers the same therapeutic benefits as original Colgate Total, but also contains a special cleaning and polishing agent that gently removes surface stains to whiten teeth.

Colgate Total Plus Whitening is the first and only whitening toothpaste approved by the U.S. Food and Drug Administration to help prevent gingivitis and plaque, in addition to cavities. It is also the only toothpaste that has been granted a Seal of Acceptance from the American Dental Association for helping to prevent cavities, gingivitis, plaque and tartar buildup, and to whiten teeth.

Colgate is the leader in the toothpaste category(1) and Colgate Total is the #1 selling toothpaste(2). Colgate Total is also the #1 most often recommended and personally used toothpaste by dentists and hygienists(3).

"Colgate Total is the most scientifically advanced toothpaste on the market," says Dr. Tony Volpe, Vice President, Clinical Dental Research at Colgate-Palmolive. "Its unique combination of ingredients attaches to teeth and gums and doesn't get washed away after eating and drinking, providing 12-hour protection that helps to fight cavities, prevent gingivitis, reduce plaque, control calculus buildup and fight bad breath. Colgate Total Plus Whitening will provide these oral health benefits to patients who also want whiter teeth."

The highly effective formula in Colgate Total®, Colgate Total® Fresh Stripe™ and Colgate Total® Plus Whitening -- containing fluoride and the antibacterial ingredient, Triclosan -- has been demonstrated clinically to help prevent cavities, gingivitis, plaque, calculus and bad breath. In addition, its formula also contains a co-polymer, Gantrez, which helps retain Triclosan in the mouth for 12 hours between brushings. No other toothpaste manufactured in the U.S. has been approved by both the U.S. FDA and ADA to make claims for gingivitis and plaque prevention. The Colgate Total formula is patented until 2008.

Colgate Total Plus Whitening is a striped, sparkling blue gel and white paste packaged in a premium blue holographic carton. It first arrived at U.S. retailers on December 29, 2000. It is available in 4.2-, 6.0- and 7.8-ounce tubes. It is parity priced to Colgate Total. An extensive dental professional marketing campaign will coincide with the consumer marketing effort and will include dental journal advertising, direct mail, appearances at major dental conventions and detailing in dental offices. The launch will also be supported with a comprehensive consumer marketing effort including new advertising from Young & Rubicam beginning in January 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-Palmolive and its products, visit the company's web site at www.ColgatePalmolive.com.

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Footnotes:

(1) A.C. Nielsen Company, U.S. 3-outlet Dollar Share, YTD September 2000.

(2) A.C. Nielsen Company, U.S. 3-outlet Dollar Share, YTD September 2000.

(3) Professional Tracking Wave 6 Final Report November 2000.