



November 13, 2012

## Colgate-Palmolive Partners with Pop Sensation One Direction to Launch New Oral Care Line

### *New 1D Colgate® MaxFresh™ Products Give You a Reason to Smile*

NEW YORK--(BUSINESS WIRE)-- Colgate-Palmolive and global pop phenomenon, One Direction (1D), have formed a duet to add some fun to daily brushing routines. As part of the company's recent collaboration, Colgate will feature 1D front and center on three oral care products, available exclusively in the U.S., so fans can brush along with their favorite pop band.

"As the global oral care leader, Colgate continues to offer solutions to help improve the oral health and well-being of consumers, while making it easy to manage every day routines," said Philip Durocher, Vice President and General Manager, U.S. Oral Care, Colgate-Palmolive. "To add some fun to teens' and tweens' brushing regimens, we've partnered with 1D to encourage fans to take care of their oral care needs with the Colgate® MaxFresh™ line and their favorite band."

Young consumers can achieve a healthy smile with the 1D Colgate® MaxFresh™ Power or Manual Toothbrushes, which feature soft bristles to help remove plaque and stains, resulting in a fresh, whole mouth clean. The 1D Colgate® MaxFresh™ Toothpaste features a fluoride formula that helps protect teeth against cavities, and is available in a Fresh Mint flavor.

1D Colgate® MaxFresh™ products will be available in November 2012, just in time for the holiday season, at mass retail, drug and grocery stores nationwide. For more information about Colgate® MaxFresh™, please visit [www.Colgate.com](http://www.Colgate.com).

### **About Colgate-Palmolive**

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom's of Maine, Sanex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's web site at [www.Colgate.com](http://www.Colgate.com). To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>. CL-C

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Source: Colgate-Palmolive

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