



## Colgate Introduces Fun New Toothbrushes And Toothpaste For Kids

### Products Designed To Help A Healthy Smile Last A Lifetime

**New York, NEW YORK, August 7, 1998** - A beautiful smile can tell the world a lot of things. It can say that you're happy, you feel good about yourself, and you're healthy. One of the best things a parent can do for a child is to teach good oral care habits early and allow the child to share the responsibility of keeping his or her own teeth clean and healthy. Colgate, the world's oral care leader, is making that even easier with a full line of children's toothbrushes and toothpastes to make caring for children's teeth simple and fun.

#### Kid's Toothbrushes

All Colgate children's toothbrushes have end-rounded bristles to protect tooth enamel and have the Seal of Acceptance from the American Dental Association.

#### NEW Colgate Grip'ems

The most fun, zaniest, squishiest kids toothbrush ever, the squishy grip makes brushing fun for kids age 5 and up and it's kid-approved. The "Galaxy" and the "Bumps" designs are available in an array of colors. The brush also stands upright for easy storage, keeping bristles away from bathroom surfaces. Colgate Grip'ems for kids began shipping to stores in July 1998.

#### NEW My First Colgate Barney™

Barney, the #1 character among kids under 6 years old, is soon to be bigger than ever when "Barney's Great Adventure-The Movie" is released on home video. Barney is so hot he's seen everywhere, even on his own Colgate toothbrush! For children up to age 4, My First Colgate Barney™ toothbrush has an extra wide handle for little hands, and an extra small diamond shaped head for small mouths.

The toothbrush also has extra soft bristles for tender gums and a toothpaste measuring dot to help parents apply the right amount of paste. It is available in several different colors and features Barney™, BJ™ and Baby Bop™. The My First Colgate toothbrush originally launched in May 1995 and My First Colgate toothbrush with Barney began shipping in March 1998.

#### Colgate Kids Character Toothbrushes

For children age 4 to 8, these toothbrushes come with a slim handle for little hands with developed manual dexterity, a small "child-sized" diamond shaped head and extra soft bristles. Colgate Kids Character toothbrushes are available in: Looney Tunes™, Barbie™, Scooby-Doo™, Batman™ and Superman™.

**Looney Tunes™** This collection features the ever-popular cartoon characters Bugs Bunny, the Tasmanian Devil, Tweety, Lola Bunny and Sylvester engaging in sports like soccer, baseball, tennis and basketball. The updated Looney Tunes™ collection relaunched in May 1998.

**Barbie™** The Barbie line of Colgate Kids toothbrushes is available in four styles: Ballerina Barbie, Doctor Barbie, Pajama Barbie and Mermaid Barbie. This line was introduced in January 1996 and its popularity continues to grow.

**NEW Scooby-Doo™** Scooby-Doo is hot in 1998, and hottest for Halloween with the launch of the direct-to-video fully animated feature, "Scooby-Doo on Zombie Island." The latest addition to the popular Colgate kids character toothbrush line, Scooby-Doo toothbrushes are designed for little cavity fighters everywhere. Introduced in July 1998, the toothbrushes feature both Scooby-Doo and his best friend Shaggy in action.

**NEW Superman™ and Batman™** These Warner Bros. super heroes not only help fight crime, but help fight cavities as well, thanks to Colgate.

#### Kid's Toothpastes

**NEW My First Colgate Toothpaste With Barney** This children's toothpaste is a gentle, low-foaming fluoride gel which protects first teeth and tastes great with a mild bubble and fruity flavor. The stand-up tube will catch a child's eye with a picture of Barney and a unique wavy top. It began shipping to stores nationwide in March 1998.

#### Colgate For Kids With Looney Tunes™ Characters Toothpaste

Colgate for Kids with Looney Tunes™ toothpaste was created especially for kids. It penetrates teeth to fight cavities with clinically proven fluoride protection. The fun-filled toothpaste features the three most popular Looney Tunes™ characters and is available in three delicious, kid-tested flavors: Bugs Bunny Bubble Fruit, Tweety Berrylicious, and Taz Wild Mint. Colgate for Kids comes in regular and convenient, no-mess stand-up tubes.

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 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, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.

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