



Colgate® Introduces A Revolutionary New Oral Care Product To The U.S.

New Colgate® 2in1 Toothpaste And Mouthwash Combines The Freshness Of Mouthwash And The Cleaning Power Of Toothpaste In A Convenient Liquid Gel

NEW YORK (July 5, 2000) - Colgate-Palmolive is introducing to the U.S. a revolutionary new oral care product, Colgate® 2in1 Toothpaste and Mouthwash. This unique liquid gel combines the breath freshening power of mouthwash with the cleaning power of toothpaste - all in one convenient package!

New Colgate® 2in1 combines toothpaste and mouthwash ingredients in a refreshing liquid gel that has a light foaming action. The gel flows easily in between teeth, fighting bacteria that cause bad breath and penetrating even hard to reach places. And it delivers all the cavity protection consumers expect from Colgate's oral care products.

"Today's consumers are always looking for new oral care products that meet the needs of their busy lifestyles," says Suzan Harrison, Vice President and General Manager, U.S. Oral Care. "As consumers get busier and busier, they are demanding even more benefits and convenience from their products. Colgate® 2in1 is filling that need by delivering two important oral care benefits in one easy step."

Research shows that 40 percent of U.S. consumers see the benefits of mouthwash, but do not use it regularly because they forget, simply don't think of it or are in a hurry (Source: Omnibus Study 1997).

Colgate® 2in1 will be available in three variants, Fresh Mint, Tartar Control, and Whitening. It also features unique new packaging, a clear plastic stand-up container with an easy, flip-top cap. And, because of its convenient size, it's completely portable!

"Consumers also will like the convenience and portability of this new product," says Harrison. "The streamlined packaging means that Colgate® 2in1 doesn't take up much room in the bathroom cabinet; plus, consumers can just throw it in their desk drawer, in their pocketbook or overnight bag, or just leave it in their gym bag."

The 2in1 toothpaste category is already a proven success in Europe. 2in1 holds a 20 share in Spain and a 10 share in both France and Greece.

Colgate® 2in1 will retail for approximately \$2.99 for a 4.6 oz. bottle and begins shipping to food, drug, and mass merchandisers nationwide September 2000. The launch will be supported by a comprehensive marketing effort, including new advertising from Young & Rubicam beginning in November 2000. An extensive consumer promotion program including sampling and Internet initiatives is also planned. Direct mail promotional programs also will be offered to drive consumer purchase.

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.