

Colgate®



PRESORTED
STANDARD
U.S. POSTAGE
PAID
U M S

New ingredients.
Greater benefits.



Colgate Total® reintroduction coming January 2019

Reintroducing Colgate Total®

Still the #1 toothpaste brand most recommended by dentists*



Breakthrough new product technology



New improved packaging



People-centric communication & unprecedented investment



Superior value proposition to pharmacies & customers

*data on file



INTRODUCING

THE NEXT GENERATION
COLGATE TOTAL®



Watch for our
new branding
reveal!

DELIVERING MORE BENEFITS TO CONSUMERS
THAN EVER BEFORE FOR WHOLE MOUTH HEALTH

New breakthrough formula treats these indications:

- ✓ ANTIBACTERIAL
- ✓ PLAQUE
- ✓ GINGIVITIS
- ✓ CAVITIES
- ✓ WHITENING
- ✓ TARTAR
- ✓ ENAMEL
- ✓ BREATH

...plus offers the following **new** benefits!



**COLGATE TOTAL® IS A COMPLETE ORAL CARE SOLUTION,
PLUS IT'S THE ONLY FDA APPROVED TOOTHPASTE
ON THE MARKET.**

**WATCH FOR MORE DETAILS
OVER THE NEXT FEW MONTHS ABOUT:**

- THE SCIENCE BEHIND COLGATE TOTAL® --
- DISTRIBUTION SCHEDULE --
- MEDIA PLANS --
- SHELF STRATEGIES --
- LIVE PACKAGING FLAT --

FOR QUESTIONS PLEASE EMAIL: COLGATEDRUG@WEST.COM



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