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Product Placement Overview *Colgate Oral Care*

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate 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, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate's global business, visit the Company's web site at <http://www.colgate.com>.

Colgate® Wisp®

Colgate® Wisp® is the first of its kind single-use mini-toothbrush with a breath freshening bead that cleans teeth and freshens breath on-the-go, no water or rinsing required. Smaller than a lip-gloss or car key, Colgate® Wisp® has unique cleaning bristles and a soft pick to gently remove food and plaque from between teeth and along the gum line. As you brush, a refreshing, liquid filled bead releases a burst of freshness in your mouth. No need to rinse. Use Colgate® Wisp® for a Just Brushed Clean. Anytime. Anywhere.®



Colgate Total® Toothpaste

Even though you may brush twice a day and floss regularly, if you brush with a regular fluoride toothpaste you may not be fighting the germs in your mouth as well as you could. Unlike regular fluoride toothpaste, Colgate Total® keeps working long after you brush to fight germs for a full 12 hours and helps prevent common dental problems including plaque, gingivitis, tartar build-up, cavities and bad breath.



Colgate® Optic White® Toothpaste

The word is out. Colgate® Optic White® toothpaste has the same whitening ingredients as strips. Whiter teeth in one week. Brava!



Colgate® Max Fresh® Toothpaste

Colgate® Max Fresh® delivers an extra rush of freshness every time you brush. Packed with hundreds of mini breath strips, it unleashes a powerful rush of freshness giving you the confidence to get close to others.



Colgate® 360°® Toothbrush

Eighty percent of the bacteria in your mouth are not on your teeth. That's why the Colgate® 360°® Toothbrush has been specially designed with features targeted to deliver a healthier whole mouth clean and is proven to remove over ninety-six percent more overall bacteria than brushing teeth alone with a regular manual toothbrush.

