



COLGATE-PALMOLIVE PARTNERS WITH THE HISPANIC DENTAL ASSOCIATION TO KICK OFF 2011 "ORAL HEALTH MONTH" CAMPAIGN

Today, Colgate-Palmolive Company joined the Hispanic Dental Association (HDA) to celebrate the kick-off of Colgate's "Oral Health Month." From now until June 30, this annual campaign will encourage the U.S. Hispanic community to join Colgate's "fight for zero cavities" by educating families about the importance of proper oral care.

"Our growing Latino population tends to encounter greater deficiencies in oral care for a number of reasons, such as language barriers and lack of familiarity with healthcare resources," says Carla Kelly, General Manager, U.S. Multicultural Marketing, Colgate-Palmolive Company. "At Colgate, we care about the health and well-being of our consumers. We're proud to host our Oral Health Month campaign again alongside the HDA, in an effort to provide oral health education and resources to Hispanic families across the country."

The Hispanic population has become the largest minority group in the United States, resulting in an increase in oral health care demands. In fact, minority populations bear a disproportionate burden of oral disease in the United States according to a recent report by the U.S. Surgeon General. Current data indicates that Hispanics have less access to dental care and are half as likely to visit the dentist regularly - in fact, approximately 51% of Hispanic adults (aged 18-64) in the U.S. did not go to the dentist in 2009¹.

"Unfortunately, the growing rate of oral health disparities continues to have a major impact on Hispanics in the U.S.," says Margo Melchor, RDH, MEd, President, Hispanic Dental Association. "The Hispanic Dental Association is dedicated to helping improve oral care among Hispanics and is proud to support Colgate's Oral Health Month. This month, our HDA professional and student members will be reaching out to underserved Hispanic communities by providing free dental screenings and oral hygiene education to children via Colgate's Bright Smiles, Bright Futures® program."

With the support of the HDA, Colgate's "Oral Health Month" will target Hispanic households through bilingual oral health education materials and activities available at participating retailers, dental offices and online.

Colgate's flagship program Bright Smiles, Bright Futures™ will also travel to underserved communities, in key markets throughout June to provide free oral health education, dental screenings, and treatment referrals to children, as well as education for parents on how they can maintain their families' oral health.

To learn more about Colgate's "Oral Health Month", please visit our bi-lingual website at www.Colgate.com/OHM or call Colgate's Oral Health Month line at 1-888-646-2011.

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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 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, 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>. To learn more about Colgate's global oral health education program, Bright Smiles, Bright Futures™, please visit <http://www.colgatebsbf.com>.

¹CDC website: <http://www.cdc.gov/nchs/hus/hispanic.htm>, tables 75 & 93.