



## **Style Icons Rodner Figueroa and Karla Martinez Were All Smiles Behind the Scenes with Colgate® Optic White™ Toothpaste**

NEW YORK, NY (March 2, 2012) - A bright, healthy smile is the perfect accessory to any red carpet look. Fashion journalist and television producer Rodner Figueroa is sharing his secret to a white smile on the set of the new Colgate® Optic White™ commercial in Miami, Florida.

"I'm constantly being asked what makes stars shine on the red carpet, and I have to say, nothing pulls a look together like a bright, healthy smile," said Figueroa. "That's why I'm excited to let people in on my little fashion secret: Colgate Optic White toothpaste, which contains a unique technology with hydrogen peroxide - the same ingredient used in whitening strips."

Figueroa was joined by Colgate spokeswoman and television presenter Karla Martínez. The pair shared some laughs with the cast of over more than 75 "paparazzi" on the set designed to be a VIP red carpet event.

"Filming this commercial and working with Rodner on set was so much fun! I loved having someone as in-the-know as he is to share the latest fashion and beauty tips for 2012," said Martínez.

The new Spanish-language commercial will debut in early March. To learn more about Colgate® Optic White™ toothpaste, visit at [www.colgateopticwhite.com](http://www.colgateopticwhite.com).

### **About Colgate-Palmolive Company**

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive 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-Palmolive's global business, visit the Company's web site at [www.Colgate.com](http://www.Colgate.com). To learn more about Colgate's Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>.