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Colgate-Palmolive Expands Global Efforts to "Make Every Drop of Water Count"- On World Water Day and Every Day

Colgate's #EveryDropCounts campaign, featuring award-winning 'Save Water' communication, aims to drive consumer awareness of global water issues

NEW YORK--(BUSINESS WIRE)-- With one in 10 people worldwide lacking access to clean water, raising awareness of the importance of conservation is more important than ever. To help shed light on global water shortages, Colgate-Palmolive Company will air its award winning '[Save Water](#)' communication on World Water Day in over 70 countries as part of the company's global efforts to expand its [#EveryDropCounts campaign](#).

Originally developed in 2014 to support Colgate's global sustainability commitment to "Making Every Drop of Water Count," the video communication illustrates how a seemingly small act, like turning off the faucet while brushing your teeth, can make a big difference. Since then, this message has been shared in countries around the world, including via an ad during Super Bowl 50 in the US, and has continued to gain consumer recognition in social media, where it has been viewed millions of times.

Colgate plans to further expand its campaign by adding the 'Save Water' message to packaging for its soaps and cleaning products. The "Save Water" message already appears on the Company's toothpaste and toothbrush packaging.

The company will also look to engage consumers online via social media as well as in store, partnering with key retailers around the world to educate shoppers about World Water Day and Colgate's 'Save Water' communications initiative.

Consumers are encouraged to celebrate World Water Day and show their support for water conservation by spreading the word on social media using the campaign hashtag, #EveryDropCounts.

Recognizing the responsibility businesses have in addressing the global issue of water security, Colgate has made water a global sustainability priority. Colgate's broader global 'Save Water' initiative began as part of the company's long-standing commitment to promoting water conservation awareness to all of its global consumers by 2020.

In 2015, Colgate was named to the inaugural [CDP Water A List](#), one of only eight global companies recognized as corporate leaders in water conservation for having best-practice actions to manage water and mitigate water risk. Colgate again earned a spot on the exclusive list in 2016.

To learn more about Colgate's #EveryDropCounts campaign and view the video, please visit www.Colgate.com/EveryDropCounts. For more information about sustainability at Colgate including progress updates on the company's 2020 water goals, please visit www.ColgatePalmolive.com/Sustainability.

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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 sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Hill's Ideal Balance. For more information about Colgate's global business, visit the Company's web site at <http://www.colgatepalmolive.com>. To learn more about Colgate Bright Smiles, Bright Futures® oral health education program, please visit <http://www.colgatebsbf.com>. CL-C

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