



Colgate's all-new Visible White Purple toothpaste — a stunning new launch in the Oral Beauty world

*Pioneering purple toothpaste, that color corrects yellow tones to whiten teeth, instantly**

Mumbai, September 05, 2024: Colgate-Palmolive (India) Limited, the market leader in Oral Care, recognizes the growing interest in oral beauty and is committed to offering products with cutting-edge technology that have relevance for young urban Indians. It has just launched a groundbreaking addition to its Visible White range, the Visible White Purple toothpaste. This unique first-of-its-kind Purple toothpaste, contains Purple optic brighteners, which according to clinical studies, color corrects yellow tones in the teeth from the 1st use*. It is scientifically proven to be enamel safe for daily use.

Speaking on the launch, **Swati Rao, Director - Oral Beauty & Personal Care Marketing, Colgate-Palmolive (India) Limited** commented *"The beauty & grooming categories are growing fast in urban India. Millions of young Indians are adopting personal care products that help them present their most beautiful version. As pioneers of Oral Beauty in India, we understand the transformative role a whiter smile can play in your beauty journey. Staying committed to bringing science-backed innovations to our consumers, we are excited to launch the Visible White Purple toothpaste. The purple experience is visually stunning and you'll love the instant shine it adds to your smile. The omni-channel campaign will ensure consistent brand experience across consumer touchpoints, with the aim to position Visible White Purple as a youngster's 'must-have beauty hack', helping you to unlock an instant glow."*

This new launch will be available across India through all major e-commerce platforms such as Amazon, Flipkart, Nykaa and others as well as all leading modern trade chains such as Reliance Retail, Dmart and others. In line with evolving shopping habits, the product will also be available on popular quick commerce platforms like Swiggy Instamart, Blinkit, and Zepto, ensuring consumers can get their hands on this product within minutes. The toothpaste will be available in 100+20g (MRP: INR 190) and 200+40g (MRP: INR 370) sizes.

Harsh Shah, Managing Partner at VML, talked about the campaign, *"It is rare when you get to work on a product that's bound to revolutionize a particular category. Colgate Visible White Purple is one such game-changing product. It is at the cusp of beauty and hi-science*

and that's what makes it a product worth talking about! The campaign aims to establish Visible White Purple toothpaste, which gives you a whiter smile, as the ultimate "glow-up hack". We will bring alive the color theory of 'purple cancels yellow' through multiple touchpoints, including influencers across beauty, fashion, entertainment, and lifestyle."

*for temporary efficacy. A shine that lasts: results after 1 week of continued usage.

About Colgate-Palmolive (India) Limited

Colgate-Palmolive is a caring, innovative growth company that is reimagining a healthier future for all people, and the planet. Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, committed to delivering sustainable, profitable growth for its shareholders, while fostering an inclusive workplace for its people. With a primary focus on Oral Care & Personal Care in the Indian market, the company is recognized for its leadership and innovative efforts in advancing sustainability and community well-being.

Among its recent accomplishments, the company has made significant strides in reducing plastic waste and promoting recyclability, conserving water and energy at its manufacturing facilities, and enhancing children's oral health through the Colgate Bright Smiles, Bright Futures® program. Since its inception in the mid-1970s, this program has touched the lives of more than 176 million children across India.

For more information about Colgate's global business and how it is building a future to smile about, visit: www.colgatepalmolive.co.in

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