



MARKET

Colgate-Palmolive is the number one seller of toothpaste and toothbrushes - in short a world leader in oral care products (mouthwashes, toothpaste, toothbrushes). It also makes personal care items (baby care, deodorants, shampoos, soaps) and household cleaners (bleaches, laundry products, soaps). Its Hill's Pet Nutrition subsidiary makes Science Diet and Prescription Diet pet food.

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 recognised brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Ajax, Axion, Soupline, and Suavitel as well as Hill's Science Diet and Hill's Prescription Diet pet foods.

ACHIEVEMENTS

At Colgate their commitment to excellence plays a significant role in their culture of caring. This enables them to create and sustain the kind of workplace that helps Colgate become the Best Place to Work. They are proud that their efforts are recognised around the globe.

As you would expect from such a universally admired company it has received, over the years, a plethora of awards and accolades – far too numerous to mention here. But worthy of mention are the following:-

- Top 20 Companies for Leaders**
Chief Executive Magazine
- 100 Best Companies to Work For**
Fortune Magazine
- America's Most Admired Companies (Consumer Products Household & Personal Products)**
Fortune Magazine
- Global Most Admired Companies**
Fortune Magazine
- 50 Best Companies for Diversity**
DiversityInc.com
- Top 50 Employers**
Equal Opportunity Publications

100 Best Workplaces in Europe

The Financial Times

Best North American Company in the UK Market
Investor Relations Magazine.



HISTORY

Colgate was founded in the United States in 1806 and, for the first 100 years, its business focus was only there. However in the very early 1900's the Company began a very aggressive expansion program that led to the establishment of Colgate operations throughout the world. Today Colgate-Palmolive is a \$11.2 billion company, marketing its products in over 200 countries and territories.

William Colgate started a candle and soap making company in New York City in 1806. By 1906, the company was making over 3,000 different soaps, perfumes and other products. For example, Colgate Dental Cream was introduced in 1877. In 1864, Caleb Johnson founded a soap company called B.J. Johnson Soap Co., in Milwaukee. In 1898 this company introduced a soap made of palm and olive oils, called Palmolive. It was so successful that that the B.J. Johnson Soap Co. changed their name to Palmolive in 1917. Another soap making company called the Peet Brothers Co. of Kansas City started in 1872. In 1927 Palmolive merged with them to become Palmolive Peet. In 1928

Palmolive Peet merged with Colgate to form Colgate-Palmolive-Peet. In 1953 the name was shortened to just Colgate-Palmolive. Ajax cleanser was one of their first major brand names introduced in the early 1940s.

PRODUCT

Colgate Total is considered the greatest evolution in toothpaste since the introduction of fluoride. This highly effective formula, containing fluoride and the antimicrobial ingredient, Triclosan has been demonstrated clinically to help prevent gingivitis, plaque, cavities and tartar. Its unique patented formula, containing the co-polymer, Gantrez continues to be active between brushings. It continues to work fighting plaque, gingivitis, tartar and cavities after you stop brushing, even if you eat or drink. No other toothpaste manufactured in the US contains Triclosan or has been cleared to make claims for gingivitis and plaque reduction.

Colgate® 360® has a unique tongue cleaner located on the back of the brush head that helps remove up to 96% more bad breath bacteria than brushing teeth alone with an ordinary manual toothbrush. It also has specially tapered bristles, a cleaning tip and dentist-like polishing cups that help remove more plaque and stains than the leading manual toothbrush.

The tongue cleaner removes odor-causing bacteria. The Inter-dental bristles clean between teeth and along the gumline. The polishing cups help gently remove stains on teeth. The cleaning tip gets to hard-to-reach areas.

RECENT DEVELOPMENTS

Colgate-Palmolive Company recently announced an alliance with The Forsyth Institute to advance cutting-edge research in oral health and its effect on overall systemic health. Forsyth, the world's leading independent organisation dedicated to scientific research and education in oral health, and Colgate, the world leader in oral care, will work together to expand scientific, dental and medical knowledge for long-term product development. Colgate will provide financial support over five years for the creation of the Colgate-Forsyth Center for Advancement of Global Oral Health.

Colgate-Palmolive Company as part of its strategy to focus on its higher-margin oral and personal care businesses, also recently announced that it has agreed to purchase Tom's of Maine, the leader in the fast-growing Naturals market in the United States. The U.S. market for Natural oral and personal care products is valued at \$3 billion and is growing at 15% per year.



PROMOTION

Colgate Oral Health Month has become a leading campaign for both establishing and promoting improved oral health habits for all ages.

In Oral Health month Colgate partner's with dental professionals in delivering key oral health messages to patients.

Theme's such as 'Fighting Together for Better Oral Health' are used to help communicate key messages to the general public.

Messages include the following;

- Brush your teeth twice a day with a fluoride toothpaste
- Change your toothbrush every three months
- Visit your dentist regularly
- Try to avoid sugary foods, especially between meals

Colgate-Palmolive Company continue to lead the effort to promote better children's oral hygiene and dental care with their Bright Smiles, Bright Futures program.

Bright Smiles, Bright Futures has been wildly successful at providing the resources, personnel and access to care that are essential to good oral health. The result of the program is increased education, awareness and access to dental care for millions of children around the Globe.

Global Program

For over 40 years, Colgate-Palmolive has been committed to delivering oral health education to children around the world. Today that commitment continues through Colgate's flagship Bright Smiles, Bright Futures program, which is

use in the classroom and for parents to use at home. Since 1991, this program has reached more than 46 million children in 80 countries.

By establishing partnerships between governments, dental professionals, education professionals, schools and communities, the Bright Smiles, Bright Futures oral health initiative enables millions of children each year to enjoy the benefits of vital oral health education and preventive treatment.

BRAND VALUES

Colgate's three fundamental values -Caring, Global Teamwork and Continuous Improvement— are part of everything they do. They are the foundation for their business strategy and are reflected in every aspect of their work life.

Caring

The Company cares about people: Colgate people, customers, shareholders and business partners. Colgate is committed to act with compassion, integrity and honesty in all situations, to listen with respect to others and to value differences. The Company is also committed to protect the global environment and to enhance the communities where Colgate people live and work.

forth their principles for working with each other, outside businesses, consumers, governments, local communities, and shareholders. The Code serves as an ever-present reminder of their responsibility to build these relationships on integrity, fairness and humanity. First issued in 1987, the Colgate Code of Conduct is regularly updated and reissued to ensure its comprehensiveness and relevance.



a multi-tiered initiative to promote the importance of oral health through education and prevention.

The primary focus of the program is to reach children in schools through videos, storybooks, sing-along-songs, computer CD-ROM and interactive activities - both for educators to

Global Teamwork

All Colgate people are part of a global team, committed to working together across countries and throughout the world. Only by sharing ideas, technologies and talents can the Company achieve and sustain profitable growth.

Continuous Improvement
Colgate is committed to getting better every day in all it does, as individuals and as teams. By better understanding consumers' and customers' expectations and continuously working to innovate and improve products, services and processes, Colgate will "become the best."

Colgate's Code of Conduct promotes the highest ethical standards in all of the Company's business dealings. Colgate's Code of Conduct sets



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Things you didn't know about Colgate

- In 2006 Colgate celebrated its 200th anniversary.
- Colgate toothpaste was first marketed in jars – a far cry from the collapsible tubes or special pump action packaging available today.
- In the early days the bristles on a tooth brush were often made of horsehair. Today bristles are usually made from nylon as horsehair was found to be too harsh.
- If you ever think of brushing your teeth as a bit of a chore, consider the poor ancient Egyptians who were forced to clean their teeth with a mixture of "powdered ashes of hooves of oxen, myrrh, powdered burned eggshells and pumice" due to the "obvious" lack of toothpaste.

