

**Colgate Total® Toothpaste is Awarded
First Seal of Acceptance of the International Academy of Periodontology**
IAP Launches Seal Program to Recognize Oral Health Benefits

NEW YORK (December 1, 2008) – The International Academy of Periodontology (IAP) has awarded their first Seal of Acceptance to Colgate Total® toothpaste for helping to reduce gingivitis and the progression of periodontitis.

Established as a means to promote periodontics awareness worldwide, the seal program of the International Academy of Periodontology acknowledges oral care products that maximize periodontal health benefits. The current program is for the evaluation of over-the-counter (OTC) products but may be expanded to professional products in the future.

“We have launched the IAP Seal of Acceptance as a means to recognize dental products that offer optimal benefits and to promote periodontal health among consumers and dental professionals worldwide,” said Dr. Daniel Etienne MS, DDS, President, IAP. “We are very proud to award the first ever, IAP Seal of Acceptance to Colgate Total.”

To be considered for the IAP’s Seal of Acceptance, companies are encouraged to voluntarily submit OTC products for consideration. Recommended products must withstand demanding review by a global IAP committee of experts. The process includes review of objective data from clinical and/or laboratory studies that support the product's safety, effectiveness and promotional claims as well as ingredient lists, approved product packaging and labeling and other pertinent product information.

Clinically proven to help prevent cavities, plaque and gingivitis, Colgate Total is the number one toothpaste recommended most often by dental professionals worldwide. Only Colgate Total toothpastes contain a triclosan/copolymer system to provide 12 hour protection even after you eat or drink. In addition to protecting against tartar build-up and bad breath, all Colgate Total toothpastes contain fluoride to strengthen teeth and provide outstanding cavity protection.

“Colgate Total was the first toothpaste to be approved by the FDA and accepted by the ADA to fight plaque and gingivitis”, said Sheila Hopkins, VP & GM, Professional Oral Care, North America, Colgate-Palmolive. “The International Academy of Periodontology recognition of Colgate Total toothpaste marks another celebrated milestone for Colgate as the world leader in oral care.”

For additional information on Colgate Total toothpaste, please visit www.colgate.com. To learn more about the International Academy of Periodontology’s (IAP) seal program, visit www.perioiap.org.