



## Oral Care for Diabetics is pioneered by Colgate-Palmolive

*Diabetics have special oral health needs — India's first ayurvedic toothpaste for People with Diabetes is here*



**National, 18 March 2021:** Colgate-Palmolive (India) Limited has researched and developed a special toothpaste for people for diabetes, Colgate for Diabetics, through a collaboration with Dentists and Diabetes experts. This launch aims to bring attention to the bidirectional link between Diabetes management and Oral Health management and provide an effective solution for oral health problems faced by diabetics in an effort to help overall diabetes management.

A prominent research institution in the field of Diabetes—Research Society for the Study of Diabetes in India (RSSDI) and a leading oral health institution—Indian Society of Periodontology (ISP) came together to study the link between Diabetes and Oral Health. This study has been jointly published by these institutions with clear findings that the right oral care solutions, in addition to lifestyle changes, are crucial in overall diabetes management. Colgate for Diabetics toothpaste is a clinically proven formula with a unique blend of ayurvedic ingredients such as Madhunashini, Neem, Jamun Seed Extract, and Amla. This special formula kills anaerobic bacteria in the mouth which is the root cause for many oral health problems for diabetics. This unique Ayurvedic blend is FDA approved and is available for sale at pharmacies both online and offline.

The current number of diabetics in India is 77 million, with around 43.9 million estimated left undiagnosed, making the country rank second worldwide, with the largest number of adults and children with diabetes.



Commenting on India's first diabetic specific oral care product launch, **Mr. Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited**, said, "India has witnessed a worrying increase in Diabetes and unfortunately there is low awareness of the connection between Oral Health management and Diabetes management. People with Diabetes have special Oral Health needs and there is a 2-way connection between Oral Care and Diabetes Care. Colgate has worked closely with Diabetes experts and Oral Health experts to develop this special daily-use toothpaste simply called Colgate for Diabetics. The formula is clinically proven and has ayurvedic ingredients like Jamun, Neem, and Amla extracts. We are very excited and are looking forward to bringing this terrific innovation to people with Diabetes across India!"

**Dr Ashish Jain, ex-President, Indian Society of Periodontology & lead author of 'Good Clinical Practice Guidelines for the Management of Periodontal Disease in Patients with Diabetes',**

states, "As the evidence is increasingly pointing to inflammation as a common linkage mechanism in oral health and diabetes, ways and means to address the resolution of inflammation is the need of the hour. With the evolution of an oral care technology that has a potential anti-germ and anti-inflammatory properties, this seems to find an addressal now. However, more published clinical data in this space would further reinforce the efficacy of such technologies."

**Dr. Manoj Chawla, eminent diabetologist from Mumbai & Member, RSSDI**, states, "A lot of our patients with diabetes are unaware that poor glycemic control and oral diseases such as Periodontitis have a strong bidirectional relationship, and both can adversely influence each other's progress along with other associated complications. Expert consensus and evidence-based guidelines have paved the path for the need for optimal clinical management of periodontal conditions in diabetes patients or patients at risk for diabetes. Therefore, a patient with diabetes needs to pay extra attention to his oral health and dental care, besides controlling his blood glucose levels."

Colgate-Palmolive India, as the leading oral care brand in India, has endeavored to spread awareness and enable easier access to oral care across the country for many years, a commitment encapsulated in its Keep India Smiling Mission. Through continuous innovations and dedication, the brand strongly believes in providing consumers a better future they can smile about.

**About Colgate-Palmolive (India) Limited:** Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, that seeks to deliver sustainable, profitable growth and superior shareholder returns and to provide its people with an innovative and inclusive work environment. The organization has adopted sustainability, diversity, equity, inclusion, and social responsibility strategies that help make people's lives healthier and more enjoyable. The company manufactures and markets toothpastes, toothpowder, toothbrushes, oil pulling products and mouthwashes under the 'Colgate' brand, and a specialized range of personal care products under the 'Palmolive' brand. It is a caring, innovative growth company, reimagining a healthier future for all people and our planet. Colgate has been ranked as India's #1 Most Trusted Oral Care Brand for the ninth consecutive year, from 2011 to 2019, by The Economic Times - Brand Equity - Most Trusted Brands Survey, conducted by Nielsen. Colgate has also been ranked as the Most Trusted Oral Hygiene Brand by TRA's Brand Trust India Study Report for the ninth consecutive year, from 2011 to 2019. For more information about Colgate's business and products, visit: [www.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in)