



Colgate-Palmolive launches revolutionary 3 day-whitening toothpaste—Visible White O2 with Active Oxygen

Teeth whitening now becomes an essential part of our beauty regimen

Mumbai, 10 March 2022: Colgate-Palmolive (India), the market leader in oral care, unveils **Visible White O2**—a revolutionary new oral care product that is formulated with unique active oxygen technology and whitens teeth from inside out—in just 3 days* (**when used as directed*)



Visible White O2 is an innovative whitening toothpaste that works from the inside out to lighten the stains. Its advanced formula releases millions of warm bubbles of oxygen in the mouth. These oxygen bubbles then get gently absorbed into the enamel and lighten the micro-stain molecules to unlock a radiant white smile.

The brand encourages the Indian beauty audience to be their authentic selves and let their inner confidence shine through their radiant smile. It encourages them to smile from within and #SmileOutLoud.

Launching Visible White O2 along with their new campaign #SmileOutLoud, **Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive India**, said, "New Colgate Visible White O2 is a revolution in teeth whitening. This toothpaste has new Active Oxygen technology that whitens teeth in just 3 days! We are confident that this is an innovation that will change the Toothpaste category forever! We encourage everyone to get the white teeth confidence of Visible White and Smile Out Loud."

With Visible White O2, Colgate-Palmolive expands its existing teeth whitening toothpaste portfolio in the market. It comes in two refreshing flavors, Aromatic Mint—a herby wintergreen mint flavor, and Peppermint Sparkle—a delightful balance of freshness and spiciness. The toothpaste comes in 100% recyclable tubes.

It will be available in two pack sizes of 25g and 50g with an MRP of ₹130 & ₹250 respectively and will be available for sale at both online and offline retail stores.

For more information, visit: https://www.colgate.com/en-in/whitening-hub/products/visible-white-o2?utm_source=PR

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 maximize 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