



Colgate-Palmolive leads in sustainability with launch of RecyClean toothbrush

~Colgate India's first 100% recycled plastic handle toothbrush~

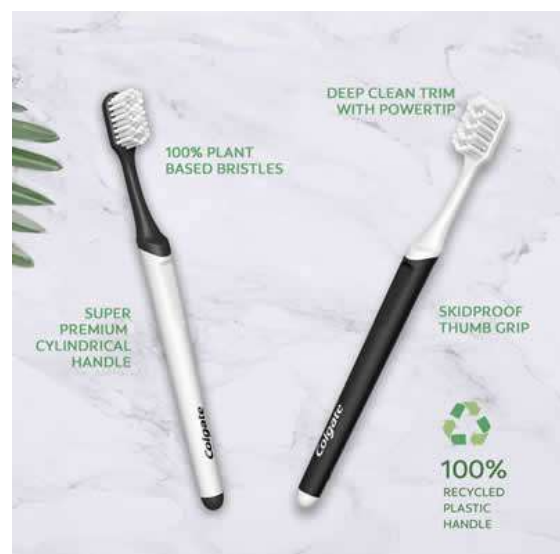


India, 25 November 2021: Colgate-Palmolive, the market leader in oral care in India, is a pioneer in bringing sustainable innovation to the oral care industry and has continuously contributed to the circular economy for years now.

After its recent launch of India's first recyclable toothpaste tubes, Colgate India takes its next step towards sustainability with the launch of its first 100% recycled plastic handle toothbrush— 'Colgate RecyClean'.

Colgate RecyClean Toothbrush is created keeping in mind a healthy smile and taking care of the planet. The toothbrush bristles are plant derived and are BPA free while the handle is made from 100% recycled plastic. Its smart design features include a premium cylindrical handle with a skidproof thumb grip, and the multi-height bristles offer a deep clean. This environmentally friendly toothbrush is available on Amazon, and its package is made from recycled material.

Commenting on this innovation, **Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive India**, said, *"We continue to innovate*



towards our commitment of reimagining a healthier world. Colgate ReCyclean Toothbrush is an innovation that would've felt impossible a few years back. The handle is made from 100% recycled plastic and the bristles fully from plant-based materials! All this while giving you a terrific mouth clean and brushing experience. We are proud of this addition to our sustainable portfolio of products and promise to keep innovating!"

Colgate-Palmolive India has been working on its sustainability journey over the last decade and has been consistently making efforts to reduce its carbon footprint, by migrating to renewable energy, taking steps towards water conservation, and leading in waste reduction. With the launch of recycled plastic handle toothbrushes and recyclable toothpaste tubes this year, Colgate-Palmolive intends to create a sustainable alternative to help make plastic a part of the circular economy.

For more information on Colgate-Palmolive India's recyclable packaging and sustainability goals, please visit:

<https://www.colgatepalmolive.co.in/core-values/sustainability>

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