



## Colgate reduces plastic waste with Replaceable-head Toothbrush - Colgate KEEP

*Reducing plastic waste with a unique stand-up metal toothbrush*

**India, 13<sup>th</sup> September 2022:** Colgate-Palmolive showcased its prowess with the launch of **Colgate Keep - a metal handle toothbrush with replaceable plastic heads**, to tackle the problem of plastic waste contributing to landfills .

Colgate KEEP toothbrush has a reusable metal stand-up handle with a soft-bristled disposable head with a tongue scraper. This removal of plastic from the entire handle leads to a 80% reduction in plastic. In addition, Colgate KEEP Toothbrush has an outer cardboard packaging made with 60% recycled cardboard.

Commenting on the launch of Colgate KEEP toothbrush, **Arvind Chintamani, Vice President Marketing, Colgate-Palmolive (India) Ltd.** said, *“Colgate has a commitment to eliminate one-third of our new plastics and achieve 100% recyclable, reusable or compostable plastic packaging by 2025 - and the launch of Colgate KEEP is a big step in that direction. This beautifully designed toothbrush will help people build more sustainable habits, while keeping their mouths clean and healthy and their smiles beautiful!”*

Colgate KEEP is available at e-commerce platforms across the country.

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### 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](http://www.colgatepalmolive.co.in)

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