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# PALMOLIVE

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## **Palmolive India launches a powerful new campaign built around self-love**

*~Announces 'Say Yes to You' campaign on the launch of its new Palmolive face washes and scrubs portfolio~*

**Mumbai, March 9, 2022:** Palmolive from the house of Colgate-Palmolive, specializing in personal care products, announced the launch of its indulgent face care range in India. Backed by a powerful brand campaign around Self-Love, it inspires women to 'Say yes to you'.

Forever juggling between priorities at home and work, most women end up pushing themselves down on their list of priorities impacting their overall well-being, which more often than not takes a toll and shows on their skin. 'Say yes to you', the campaign reiterates the brand's core message that Indian women, who have been conditioned to prioritize everything and everyone but themselves, need to indulge more and make self-care a priority every day.

Conceptualized by Red Fuse, the three ad film series features multitasking women; a working mother, a woman hosting people, and a working millennial's day off, who settle for nothing but the best when it comes to their family and work responsibilities. Amidst all the chaos that is their life, their moment of reprieve comes in the form of Palmolive's new indulgent range of face products. Each packed with a unique blend of natural ingredients and essential oils offer them the care and pampering they deserve.

Commenting on the launch and new brand identity, **Mr. Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited**, said, *"We saw a clear white space in the Face Cleansing segment. Current brands were speaking to the modern Indian woman as if she was just a skin type or a skin problem! With this campaign, Palmolive speaks to women with a message and tonality that is authentic, real and purposive to what women are feeling today. We sincerely believe brands have a responsibility to communicate with purpose and products have a responsibility to deliver on the promises they make. The singular objective of this campaign is to tell her—we get you! And, to remind her to "Say yes to you!"*

**Delna Sethna, Executive Creative Director Red Fuse**, (WPP integrated agency) for Colgate Palmolive said, *"Whilst our primary aim was to land the idea of women saying yes to themselves... it was equally important for us to ensure we were saying yes to women across all geographies, age groups and life stages... and saying yes to us in all our myriad shapes and colors and sizes.*

*This is not just a launch of a brand new beauty brand but a labor of love for the creative women who have been instrumental in shaping this narrative!"*

The campaign TVC showcases a series of situations celebrating women luxuriating in their chosen moments of pause and normalizes women prioritizing themselves. The ad is available in 6 languages: Hindi, Malayalam, Bengali, Kannada, Tamil, and Telugu.

Watch the ads here:

<https://www.youtube.com/watch?v=ieaUoCOp5vc> (Hindi)

<https://www.youtube.com/watch?v=flbYXiQFwjg> (Hindi)

**About Colgate-Palmolive (India) Limited:**

Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, which seeks to deliver sustainable, profitable growth and maximize shareholder returns, and 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)