



Colgate-Palmolive introduces Palmolive Facial Bar

Kochi, January 08, 2019: Colgate-Palmolive (India) Limited, the market leader in Oral Care, has launched a new range of Palmolive facial bars, in the face and body cleansing segment, using a unique formula, which is made from Fruit Oil (oil derived from the kernel of Palm Fruit) and contains natural extracts, helping the skin glow naturally.

Benefits:



Soap with a blend of natural ingredients and Vitamin C & E. Developed from Palmolive's expertise and Vitamin C & E that are known to **make skin look radiant and feel moisturized**. It delivers a luxurious soft foam, cleanses skin and makes it healthy and radiant

Soap with a blend of natural ingredients and Vitamin C & E. Developed from Palmolive's expertise and natural charcoal powder which is to **absorb dirt and oil**. It delivers a luxurious soft cleanses skin and makes it healthy and radiant



known foam,



Soap with a blend of natural ingredients and Vitamin C & E. Developed from Palmolive's expertise and natural extracts of turmeric & tamarind that are known to **make skin, soft, smooth and radiant**. It delivers a luxurious soft foam, cleanses skin and makes it healthy and radiant



The launch is supported by a TVC featuring leading actor, Catherine Tresa. Shot amidst the lush green forests, sparkling waterfall, and serene green waters, Tresa is seen soaking in the richness of nature with the new Palmolive Facial Bar.



(Click on the image to view the TVC)

Palmolive is best known for its exciting, sensorial bouquet of products in the body wash and liquid hand wash segment, and this new launch only ups the ante by offering a gentle, indulgent experience.

About Colgate-Palmolive (India) Limited: Colgate-Palmolive (India) Limited is India's leading provider of scientifically proven oral care products with multiple benefits at various price points. The range includes toothpastes, toothpowder, toothbrushes and mouthwashes under the 'Colgate' brand, as well as a range of personal care products under the 'Palmolive' brand name. Colgate has been ranked as India's #1 Most Trusted Brand across all categories for seven consecutive years from 2011-2017 by Brand Equity's Most Trusted Brands Survey. To know more about Colgate, please visit www.colgate.co.in