

## Upgrade to whole-mouth-health with the new Colgate Total toothpaste

*...whose innovative formula protects teeth, tongue, cheeks & gums.*

*To communicate these benefits to the consumers, Colgate recently launched the  
#ColgateTotalUpgrade campaign*



**Mumbai, July 25, 2019:** Colgate-Palmolive (India) Limited, the market leader in Oral Care, has re-launched one of its bestselling toothpastes - Colgate Total, to offer a whole mouth protection. The new Colgate Total now offers a superior, more holistic oral care by protecting not just the teeth, but also tongue, cheeks and gums, thereby offering a total upgrade in oral health.

To spread awareness about the importance of whole mouth health in an engaging and memorable manner, Colgate launched the #ColgateTotalUpgrade campaign with over 60 social media influencers, underscoring the benefits of the new Colgate Total.

The New Colgate Total toothpaste was introduced earlier this year and is available across various retail formats at a variety of price points starting from a Rs. 97 pack to a Rs. 135 pack.

It offers multiple benefits like:

- Excellent protection against plaque & cavities
- Reduction of stains, tartar & gingivitis
- Reduces bad breath and provide a lasting freshness
- Enhanced enamel strength & gum health

As part of the **#ColgateTotalUpgrade campaign**, Colgate tied up with PVR cinemas and surprised movie-goers – at 10 PVR outlets across Mumbai, Delhi, Bangalore and Chennai – by offering them an upgrade just before the start of the film. Upon the upgrade announcement, details of Colgate Total upgrade were played on the screen, leaving the audience surprised and delighted. These reactions were captured by the audience including

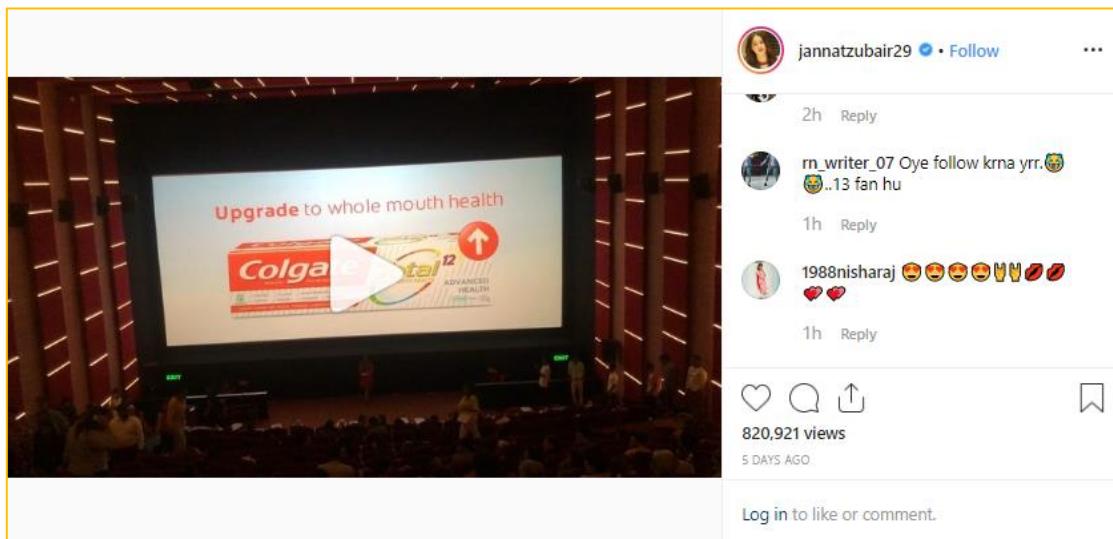


60+ macro and micro influencers, who spoke/wrote about it on their accounts, leading to an engagement value of over 2.5 million.

Conceptualised by Colgate, the campaign was successfully executed with the help of Balancing Act, Khushi Advertising and FoxyMoron.

Here are some social media posts from the campaign:

**Instagram post by Jannat Zubair (Television and Film Actor):**



**Instagram post by Kishwer Merchant (Television Actor):**

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kartik\_purwar Ny  
4d Reply

s\_h\_a\_h\_r\_o\_z\_a\_l\_i\_ Your smile 😍  
@kishwersmerchantt  
4d 1 like Reply

harshiii\_25 😍😍❤  
4d Reply

13\_amanaujla Congratulations mama!  
4d Reply

13\_amanaujla Nice!  
4d Reply



31,241 views

4 DAYS AGO

### Tweet by Harshika Poonacha (Film Actor):

Harshika Poonacha @actressharshika

These girls got an upgrade with #colgatetotalupgrade and they are super excited to watch the toystory with me and colgate colgatein ❤️❤️❤️ Super happy watching this Awesome movie with colgatein 😊 @ PVR Cinemas VR... [instagram.com/p/BzAVkXWnXDg/...](https://instagram.com/p/BzAVkXWnXDg/)

1:58 PM · Jun 22, 2019 from Bengaluru South, India · Instagram

2 Retweets 44 Likes

### Facebook Influencer post:

Colgate®

Sarath Babu is watching Toy Story with Varshaa D at PVR Cinemas, Chennai Ampa Skywalk Mall. June 22 at 11:10 AM - Chennai

When the movie #ToyStory4 was released I, we decided to go and catch it up on PVR Cinemas, Chennai Ampa Skywalk Mall. My niece, Varshaa was surprised to see @colgatein #ColgateTotal in the lobby. We hopped in. We were surprised to see each seat was having a Colgate Total toothpaste. Then came an announcement that there would be an upgrade for two. While all were waiting with excitement, to our surprise, we were announced as the winners of the upgrade. It took a while to settle in our minds and there you go- we got the upgrade to recliner seats with blanket 😊 It's a perfect #ColgateTotalUpgrade which we never expected! Thank You for making our weekend special Colgate India Colgate Total 😊



70 31 Shares

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**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 Oral Care Brand for eight consecutive years from 2011-2018 by Brand Equity's Most Trusted Brands Survey. To know more about Colgate-Palmolive, please visit [www.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in)