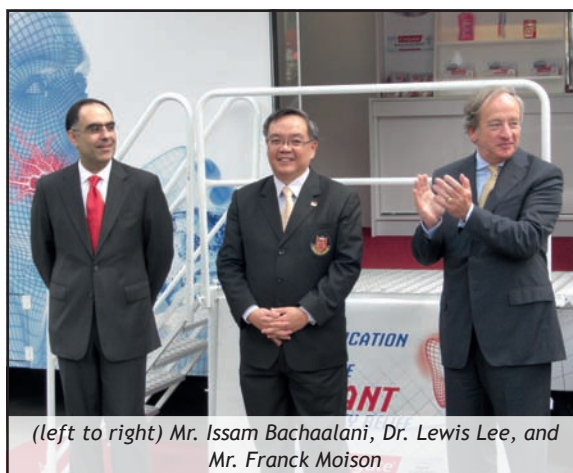


## Colgate-Palmolive introduces breakthrough solution to aid in tooth sensitivity

Colgate introduces Colgate® Sensitive Pro-Relief™ toothpaste, a major advancement in the treatment of tooth sensitivity. With its patented Pro-Argin™ formula, this global breakthrough offers relief to the 10 per cent of Singaporeans suffering from teeth sensitivity.

Available for the first time in any market in the world, the new Colgate® Sensitive Pro-Relief™ is the first and only toothpaste clinically proven to deliver instant and lasting sensitivity relief. While most of the sensitive toothpastes currently marketed primarily numb sensitivity pain, Colgate® Sensitive Pro-Relief™ with Pro-Argin™ technology

effectively plugs the channels that lead to sensitive tooth nerves, thereby blocking the transmission of heat, cold, air and pressure that stimulate pain receptors within teeth.



(left to right) Mr. Issam Bachaalani, Dr. Lewis Lee, and Mr. Franck Moison

“The launch of Colgate’s Sensitive Pro-Relief™ toothpaste not only extends Colgate’s oral care technology leadership into the sensitive segment but it is set to revolutionise the way millions of consumers treat and prevent sensitivity. And we could not have chosen a better location than Singapore, the leader in dentistry in South East Asia, to launch a product that is set to create new benchmarks in the sensitive and oral care segments – the Colgate Sensitive Pro-Relief™.” said Bachaalani. **DA**

Despite their busy schedules, Mr. Franck Moison, President, Global Marketing, Supply Chain & Technology for Colgate-Palmolive, Dr. Lewis Lee, President of the Singapore Dental Association, and Mr. Issam Bachaalani, Managing Director for Colgate-Palmolive Singapore, Malaysia and Brunei took the time out to give Dental Asia their thoughts about Colgate® Sensitive Pro-Relief™ and the debut of this revolutionary product.

“ It is key for us to have the support of the dental profession and we feel very privileged to have an exceptional degree of partnership in this country, at different levels. Yesterday, for the 6th year in a row, the Singapore Dental Association is supporting Colgate with the Oral Health Month, and this is a way for us to give back to the community to improve the oral hygiene awareness with the population. We worked on it with the University of New York for 30 years. And with that product, with one application, you resolve the problem. We feel very good about the launch, and it’s exciting to be able to combine the very important FDI congress that gathers the best of dentistry in Singapore, very exciting.”

**Mr. Franck Moison**  
President, Global Marketing, Supply Chain & Technology  
Colgate-Palmolive Company

“ We are proud to have this partnership with Colgate-Palmolive. We are having a world meeting, and we are proud that they are using Singapore as a venue to launch the product that is revolutionary worldwide. I think it is an exciting product, the approach is different, but it is clinically proven and quite effective.”

**Dr. Lewis Lee**  
President  
Singapore Dental Association

“ Singapore is a real example and model of an advanced nation, and we are extremely excited to be here with the latest technology offering it to one of the most modern nations in the world. We have a product that people can use at home, not only in the dental office. Patients can take advantage of that. And the idea is that it will help consumers to lead their way of life without any restrictions or worries. We are really excited about it.”

**Mr. Issam Bachaalani**  
Managing Director  
Colgate-Palmolive Singapore, Malaysia and Brunei