

Colgate pledges to 'Keep India Smiling', this October with Oral Health Month 2015

September, 2015: Colgate-Palmolive (India) Limited, the market leader in Oral Care, announced the commencement of Oral Health Month in association with Indian Dental Association (IDA). Spanning October and November, Oral Health Month (OHM) is organized every year with an objective to spread oral health and hygiene awareness throughout the country. This year, with the participation of more than 35,000 IDA dentists, the initiative aims to reach out to 6 million people across India.

A recently conducted consumer research revealed that in India, people do not give as much importance to oral health as compared to other ailments and avoid dental check-ups. As many as 47%** have never visited a dentist and 38%** have only visited a dentist whenever they faced severe dental problems. Also, there is a higher frequency of dental problems among females and elder members of the family in both rural and urban areas & specific issues like Sensitivity, Pyorrhea are becoming more and more prevalent*. However, what people do not realize is that most of these problems are preventable if one follows correct Oral Health practices.

The aim of the Oral Health Month is to make dental check-ups more accessible and to be able to identify and prevent oral health problems like cavities before they become serious.

Key Findings of the Survey

- 39%* of Indians face sensitivity related problems while eating or drinking something cold or warm
- 23%* suffer from tooth ache and cavity
- 17%* people suffer from gum related problems such as gum bleeding, gum swelling, pyorrhoea and gum recession
- 8%* suffer from teeth whitening related problems such as teeth yellowness, stains or tooth discoloration
- 4.4%* of the Indians suffer from bad breath, which includes 3.5%* in urban and 8.3%* in rural areas

On the occasion, Dr. **Ashok Dhoble, Hon. Secretary General, Indian Dental Association Check Designation** said, "We have continued to partner with Colgate for Oral Health Month year on year. In our country, majority of citizens suffer from critical dental problems due to low awareness on the importance of good practices. Through Oral Health Month, we wish to provide oral care education across the country with an aim to keep India smiling for a better future. It is very encouraging to see the increasing number of lives we are able to impact by way of this initiative. This year more than 35,000 dentists from Indian Dental Association have pledged their support to the campaign."

Issam Bachaalani, Vice President and General Manager, India & South Asia at Colgate-Palmolive (India) Limited added, "In India, oral health is a serious concern as it takes a back seat when compared to other ailments. It is therefore imperative to change



the consumer mindset and as market leaders, it is our focus to support them in making that journey towards better oral health and hygiene. In our efforts to keep India smiling, OHM along with our trusted partner IDA aims to reach out to 6 million consumers across the country. Through initiatives like Oral Health Month, we strive to impact the lives of our consumers in ways that matter, and continue to protect the beautiful smiles of this country."

With this program, Colgate is conducting free in-clinic dental check-ups in more than 1000+ cities. Mobile vans will be travelling to 46 cities and will visit schools, housing societies and under-privileged areas to provide people there with free dental check-ups and educate them. The campaign aims to create a revolution as it gets influencers from different walks of life encouraging citizens to ensure they give importance to oral care. Like always, Colgate is committed to reach out to the masses and connect with the target consumers through unique initiatives such as Nukkad Nataks and school outreach activities.

In the last 11 years, Oral Health Month has grown exponentially in its reach. Launched in 2004, OHM was initiated as a 6-city program with 70 participating dentists. Growing enormously, OHM 2014 was focused on creating a cavity-free future, reaching out to 5.5 million consumers across India, and the participation of close to 35,000 IDA affiliate dentists. This year, the aim is to reach out to even larger number of people.

Oral Health Month 2015 is being supported by a fully integrated 360 degree marketing campaign encompassing TV, print, outdoor, digital, mobile, radio and on-ground activities to increasingly encourage more and more people to avail free dental check-ups.

To avail your free dental check-up, all you have to do is give a missed call on 18002661199 between October 1 and November 30, 2015. In response, you will receive a call back asking for your pin code. An SMS with contact details of the nearest dentist will be sent. To know more, you could visit www.oralhealthmonth.co.in.

*Customer Usage Attitude Study by IMRB in 2015

** Consumer study conducted by GFK Mode in 2014

About Oral Health Month

With the launch of India's first National Oral Health Survey conducted by Dental Council of India and Ministry of Health & Family Welfare, supported by Colgate-Palmolive, Oral Health Month began in 2004 with support from dentists from IDA. The survey conducted by Dental Council of India threw light on the falling standards of oral health care in India. In 2004, dental check-ups and oral care education camps were carried out at public places, schools, orphanages and slums in 20 towns across India.

In its 12th year, Oral Health Month 2015 will bring together a wide spectrum of awareness-related initiatives to highlight the importance of overall oral health. With an increased



participation of more than 35,000 IDA affiliated dentists; OHM 2015 aims to reach 6 million consumers across the country. The two-month long awareness drive will cover free

in-clinic dental check-ups and mobile dental vans travelling to numerous cities across underprivileged areas covering schools as well many more such initiatives to engage the consumers will be initiated during OHM 2015.

About The Indian Dental Association

The Indian Dental Association (IDA), formed in 1946, is the largest recognized body of dental professionals in India. It has helped shape the National Oral Health Policy. Working towards the promotion, encouragement and advancement of dental and allied sciences, IDA has a national presence with 30 state branches, 1 defense branch and more than 250 local branches spread across India. It has a combined strength of over 50,000 dentists and student members registered with it. All along, IDA has been in the forefront of oral health campaigns and, towards its goal of attaining optimum oral health in the country, it has initiated quite a few novel activities like SPOT (Spot and Prevent Oral Cancer Trauma) Centers for early detection and treatment of oral cancer, TII (Tobacco Intervention Initiative) Centre's for tobacco cessation and behavioral counseling under the banner of its Oral Cancer Foundation, Child Dental Centre for caries treatment and Educational and Training Centers for continuing education for professional advancement of dentists. For details of IDA's projects and programmes, visit IDA Website: www.ida.org.in

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 specialized range of dental therapies under the banner of Colgate Oral Pharmaceuticals. These have become an essential part of daily oral hygiene and therapeutic oral care in India. The Company also provides 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 four consecutive years from 2003 to 2007 and in 2011, 2012 and 2013 by Brand Equity's Most Trusted Brand Survey. It is the only brand to be in the top three from 2001-2013. For more information about Colgate's business and products, please visit www.colgate.co.in

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