THE MARKET
Colgate-Palmolive is the Number One seller of toothpaste and manual toothbrushes - in short, a world leader in oral care products (mouthwashes, toothpaste, and toothbrushes). It also makes personal care items (deodorants, shampoos, soap) and household cleaners (floor cleaners, laundry products, soaps).

Colgate sells its products in over 200 countries and territories around the world under such international recognised brand names as Colgate, Palmolive, Mannan, Procter, Ajax, Avon, and Sofnol as well.

ACHIEVEMENTS
At Colgate, its commitment to excellence plays a significant role in its culture of caring. This enables the company to create and sustain the kind of workplace that helps Colgate become the Best Place to Work. The company is proud that its efforts are recognised around the globe.

The brand has received, over the years, a plethora of awards and accolades such as Top 20 Companies for Leaders (Chief Executive Magazine), Top 50 Companies to Work For (Fortune Magazine), Global Most Admired Companies (Fortune Magazine), Top 50 Employers (Equal Opportunity Publications), 100 Best Workplaces in Europe (The Financial Times), and Best North American Company in the United Kingdom (Investor Relations Magazine).

HISTORY
Colgate was founded in the United States in 1806 and for the first 100 years, its business focus was only there. However, in the early 1900s, the company began a very aggressive expansion programme that led to the establishment of Colgate operations throughout the world. Today, Colgate -Palmolive is a USD 15.3 billion company.

Colgate 360° has a unique tongue cleaner located on the back of the brush head that helps remove up to 96 percent more bad breath bacteria than brushing teeth alone with an ordinary manual toothbrush. It also has specially tapered bristles, a cleaning tip for hard-to-reach areas and dentist-like polishing cups that help remove more plaques and stains.

RECENT DEVELOPMENTS
Colgate-Palmolive formed an alliance with The Forsyth Institute to advance cutting-edge research in oral health and its effect on overall systemic health. Forsyth, the world’s leading independent organisation dedicated to scientific research and education in oral health, and Colgate are working together to expand scientific, dental and medical knowledge for long-term product development.

Colgate-Palmolive Company as part of its strategy to focus on its higher-margin oral and personal care businesses; purchased Tom’s of Maine, the leader in the fast-growing Naturals market in the United States. The United States’ market for Natural oral and personal care products is valued at USD 3 billion and is growing at 15 percent per year.

PROMOTION
Colgate Oral Health Month has become a leading campaign for both establishing and promoting improved oral health habits for all ages. In Oral Health month, Colgate partners with dental professionals to deliver key oral health messages to patients.

Themes such as ‘Our Missions Zero Cavities’ are used to help communicate key messages to the general public. Colgate-Palmolive Company continues to lead the effort to promote better children’s oral hygiene and dental care with its Bright Smiles, Bright Futures programme, which is a multi-tiered initiative to promote the importance of oral health through education and prevention.

Bright Smiles, Bright Futures has been successful at providing the resources, personnel and access care that are essential to good oral health. The result of the programme is increased education, awareness and access to dental care for millions of children worldwide.

The primary focus of this global programme is to reach children in schools, through educational materials and interactive activities, both for educators to use in the classroom and for parents to use at home. Since 1991, this programme has reached 500 million children and their families worldwide.

By establishing partnerships between governments, dental professionals, education professionals, schools and communities, the Bright Smiles, Bright Futures’ oral health initiative enables millions of children each year to enjoy benefits of vital oral health education and preventive treatment.

BRAND VALUES
Colgate’s three key fundamental values are: Caring, Global Teamwork and Continuous Improvement. These values are the foundation for the company’s business strategy and are reflected in every aspect of the work life.

Caring
The company cares about people - Colgate people, customers, shareholders and business partners. Colgate is committed to act with compassion, integrity and honestly in all situations, to listen with respect to others and to value differences. The company is also committed to protect the global environment and to enhance the communities where Colgate people live and work.

Global Teamwork
All Colgate people are part of a global team, committed to working together across countries. Only by sharing ideas, technologies and talents, can the company achieve and sustain profitable growth.

Continuous Improvement
Colgate is committed to getting better every day in all it does, as individuals and as teams. By better understanding consumers’ and customers’ expectations, and continuously working to innovate and improve products, services and processes, Colgate will be “the best”.

Colgate’s Code of Conduct promotes the highest ethical standards in all the company’s business dealings. Colgate’s Code of Conduct sets forth its principles for working with each other: outside businesses, consumers, governments, local communities and shareholders. The Code serves as an ever-present reminder of the company’s responsibility to build relationships on integrity, fairness and humanity.

First issued in 1987, the Colgate Code of Conduct is regularly updated and released to ensure its comprehensiveness and relevance.