

## Launch of the first Anti-bacterial Toothbrush from Colgate

~ Ayushmann Khurrana as brand ambassador reminds India to choose new Colgate Zig Zag Anti-bacterial toothbrush with silver ion bristle technology. ~

**National, November 11, 2020:** Colgate-Palmolive (India) Limited, the market leader in Oral Care in the country, announced the launch of the all-new **Colgate Zig Zag Anti-Bacterial Toothbrush**, a first-of-its-kind from Colgate in the Zig Zag portfolio. The brand has signed the inspirational **Ayushmann Khurrana** as the brand ambassador for the launch.



When our toothbrushes are stored, germs attach themselves to our toothbrushes and can end up in our mouths while brushing. Colgate India's latest **Zig Zag Anti-Bacterial Toothbrush** equipped with 100% silver-ion anti-bacterial bristles repel bacteria and keep them from attaching to the bristles. In addition, Zig Zag's multi-angled bristles remove germs in between teeth. Available for sale at offline and e-commerce stores, the toothbrush is sold at ₹30 for a single unit.

**Commenting on the campaign, Mr. Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited,** said, "At Colgate, we are constantly innovating to help consumers lead healthier lives and Colgate Zig Zag Anti-bacterial is a result of this mission. We have introduced advanced silver-ion bristle technology on Colgate Zig Zag Anti-bacterial toothbrush at an affordable price of ₹30. You can find this toothbrush now in millions of stores across the country and on e-commerce platforms."

**RedFuse Communications, WPP's integrated communications partner to Colgate India,** has crafted an evocative communications campaign to bring to life the idea of how your regular toothbrush acts as a carrier for germs to your mouth, establishing the clear need for Colgate Zig Zag Anti-Bacterial toothbrush. It is slated to build experiences across TV, OTT, and social media in the months to come.

**Speaking about the campaign, Delna Sethna, Executive Creative Director, Red Fuse,** said, "For new Colgate Zig Zag Anti-bacterial, the communication objective was to explain the advanced technology benefits very simply to everyone. With Ayushmann Khurrana as our ambassador, we are excited with the integrated campaign we created and executed across media, including this year's IPL season."



**About Colgate-Palmolive (India) Limited:** Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country. The company manufactures and/or markets toothpastes, toothpowder, toothbrushes and mouthwashes under the 'Colgate' brand, and a specialized range of personal care products under the 'Palmolive' brand. Colgate has been ranked as India's #1 Most Trusted Oral Care Brand for the eighth consecutive year, from 2011 to 2018, by The Economic Times - Brand Equity - Most Trusted Brands Survey, conducted by Nielsen. Colgate has been ranked as the Most Trusted Oral Hygiene Brand by TRA's Brand Trust India Study Report for the ninth consecutive year, from 2011 to 2019. For more information about Colgate's business and products, visit: [www.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in)