



Colgate's Visible White Toothpaste is Kiara's secret to Dazzling White Teeth

~ One shade whiter teeth (when used as directed on the pack) in just one week with Colgate Visible White ~

National, 22nd December 2020: Colgate-Palmolive (India) Limited, the market leader in oral care in the country, has roped in Kiara Advani as the new brand ambassador for its latest **Visible White Toothpaste** campaign. The integrated brand campaign with Kiara showcases how Visible White Toothpaste helps to achieve one shade whiter teeth in one week in a digital first campaign across touchpoints.

The advertisement features a close-up portrait of actress Kiara Advani smiling, showing off her bright white teeth. She has long, dark, wavy hair and is wearing a red and black plaid shirt. In the top left corner, there is a red circular logo with the Colgate brand name and smile. To the right of her face, the text "This dazzling smile always wins." is written in a large, white, sans-serif font. Below this text, a smaller line of text reads: "Bye-bye bad hair days. Your dazzling white smile is here to shine. Get one shade whiter teeth in one week. Get ready to dazzle white, dazzle right." In the bottom right corner, there is a box of Colgate Visible White toothpaste. The box is red and white, with the Colgate logo and "VISIBLE WHITE" prominently displayed. It also mentions "1 SHADE WHITER IN 1 WEEK*", "SPARKLING MINT", and "100g". A small blue circular badge on the box says "One shade whiter teeth in one week."

Based on the insight that dazzling white teeth is your best beauty asset, the ad film features Kiara completely unfazed and dazzling through the day even as things don't go as planned. And, reminding us all that Visible White toothpaste is a critical part of the beauty regimen.

When used as directed on the pack, Visible White toothpaste removes extrinsic stains, giving consumers one shade whiter teeth in one week. The toothpaste is available at retail outlets and e-commerce websites at ₹99 for 100gms.

Commenting on the campaign and celebrity collaboration, **Mr. Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited**, said, *“Teeth Whitening is a huge consumer need in India and with advanced technology Colgate Visible White Toothpaste is able to help teeth become one shade whiter in one week. We are excited to partner with Kiara on this exciting journey to remind everyone that your dazzling smile is your strongest beauty asset, so go ahead and Dazzle White, Dazzle Right!”*

Fashioned to strike a chord with young India, this digital-first marketing campaign has been conceptualized by **RedFuse Communications – WPP’s integrated communications partner to Colgate India**. This campaign positions Visible White toothpaste as a beauty essential and will run across media touchpoints such as digital, TV and print.

Speaking about the idea behind the campaign, **Delna Sethna, Executive Creative Director, Red Fuse** said, *“The Colgate Visible White campaign was created with the objective of reinforcing the importance of teeth whitening as part of one’s daily beauty routine. The campaign film with Kiara Advani and the communication of Dazzle White Dazzle Right, depicts how regular use of Visible White boosts confidence, irrespective of common beauty faux pas.”*

The campaign will run in 7 languages, including Hindi, Telugu, Tamil, Kannada, Bengali, Marathi and English. **For link to TVC:** [Click Here](#)

About Colgate-Palmolive (India) Limited: Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country. The company manufactures and 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 ninth consecutive year, from 2011 to 2019, by The Economic Times - Brand Equity - Most Trusted Brands Survey, conducted by Nielsen. Colgate has also 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