



## Colgate-Palmolive launches Vedshakti Oil Pulling, expanding its Ayurvedic oral health segment

~ Vedshakti Oil Pulling cleanses the mouth & helps it detox ~

**National, 30 December 2020:** Colgate-Palmolive (India) Limited, the market leader in oral care in the country, has expanded its Naturals portfolio, with the launch of Vedshakti Oil Pulling—a centuries-old practice in Ayurveda combined with Colgate India's oral care expertise, known to offer benefits in oral health and beyond.

Oil Pulling is an ancient oral 'kriya' recommended in Ayurvedic scriptures as an essential part of daily morning health rituals or 'dinacharya'. Incorporating Oil Pulling to your existing oral regimen helps remove impurities and promote Oral Health, keeping Oral diseases at bay.

Oil Pulling is a simple method of swishing oil in the mouth for a few minutes upon waking up. Researched and designed in India, Colgate Vedshakti Oil Pulling is an antioxidant rich Sesame Oil blend of Eucalyptus, Basil, Clove and Lemon oils, to detoxify your mouth of overnight impurities.

Commenting on the new product launch, **Mr. Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited**, said, "We are very excited to launch Vedshakti Oil Pulling - an antioxidant rich blend of 5 oils that everyone should add to their daily health regimen and enjoy a plethora of benefits. Together with the Vedshakti Toothpaste and Vedshakti Mouth Protect Spray, we are now providing a range of oral care solutions that help keep your mouth clean and detoxified to help you stay healthy"



Colgate Vedshakti Oil Pulling, revival of an age-old remedy in the naturals segment, is the latest Ayurvedic innovation from Vedshakti, after the success of Colgate Vedshakti toothpaste and Colgate Vedshakti Mouth Protect Spray. The 200 ml bottle of Colgate Vedshakti Oil Pulling will be available at retail stores online and offline. The package comes with an information leaflet specifying benefits and answering FAQs and also a metallic measuring spoon to help dose correctly.

**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](http://www.colgatepalmolive.co.in)