

## **This International Yoga Day, make a healthy morning move with Colgate Vedshakti Oil Pulling**

*Raising awareness around the benefits of Oil Pulling, Colgate launches #YogaForTheMouth campaign featuring Anushka Sharma, Kareena Kapoor, and Malaika Arora*

**Mumbai, June 2021:** Across the globe, every year International Yoga day is celebrated to raise awareness of the many benefits of practicing yoga. Colgate-Palmolive (India) Limited, the market leader in Oral Care in the country, has launched the #YogaForTheMouth campaign to encourage consumers to adopt a healthy morning routine with Colgate Vedshakti Oil Pulling. Embracing Yoga and Ayurveda is essential to adopt a lifestyle of holistic wellness, and oil pulling is one of the ayurvedic techniques to deep clean and detoxify your mouth.

Colgate-Palmolive's #YogaForTheMouth campaign has been brought alive on Instagram with a star lineup of fitness and yoga advocates, helping to bring awareness to the benefits and techniques required to practice oil pulling every day. The celebrities include [Anushka Sharma](#), [Kareena Kapoor](#), and Malaika Arora who have posted so far and many more celebrities shall be joining the bandwagon soon. They will be sharing their personal experience, and how oil pulling is an important part of a daily hygiene regime that they intend to inculcate into a habit with Colgate Vedshakti Oil Pulling. These influencers urge consumers to add this ayurvedic practice to their morning ritual.

Speaking on the occasion, **Mr. Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited**, said, *"Colgate Vedshakti Oil Pulling is an antioxidant-rich blend of 5 essential oils—sesame, clove, eucalyptus, holy basil and lemon. With this campaign, we hope to influence people to take up this healthy practice of Oil Pulling as an everyday ritual to deep clean and detoxify the mouth."*

Oil pulling is a practice recommended in Ayurvedic scriptures which recommends swishing oil in the mouth for a few minutes every morning.

Colgate Vedshakti Oil Pulling launched recently, is an antioxidant-rich blend of 5 essential oils—sesame, clove, eucalyptus, holy basil and lemon. It is available in a 200 ml bottle priced at ₹350 across leading e-commerce and retail stores pan-India.

### **About Colgate-Palmolive (India) Limited:**

Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, that seeks to deliver sustainable, profitable growth and superior shareholder returns and to provide its people with an innovative and inclusive work environment. The organization has adopted sustainability, diversity, equity, inclusion, and social responsibility strategies that help make people's lives healthier and more enjoyable. The company manufactures and markets toothpastes, toothpowder, toothbrushes, oil pulling products and mouthwashes under the 'Colgate' brand, and a specialized range of personal care products under the 'Palmolive' brand. It is a caring, innovative growth company, reimagining a healthier future for all people and our planet. 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)