



Colgate Vedshakti joins hands with internationally acclaimed sand artist Sudarsan Pattnaik to create a remarkable sand sculpture in Puri

~The eye-catching sand art brings alive the power of Vedshakti Toothpaste and the message 'Mooch swachh toh aap healthy' (A clean mouth for a healthy you) under the backdrop of the ongoing Rath Yatra~



Puri, July 19, 2021: Commemorating the Jagannath Bahuda Rath Yatra, Colgate-Palmolive (India) Limited, the market leader in oral care in the country, partnered with internationally acclaimed sand artist and Padma Shri awardee Sudarsan Pattnaik to create an awe-inspiring sand sculpture for Colgate Vedshakti toothpaste at Puri beach in Odisha.

Along with a vibrant illustration of the three chariots of the Rath Yatra that are symbolic of harmony, brotherhood and unity, essential for spiritual and mental well-being, the sand artwork creatively depicts the important message of how oral health is essential for overall health and well-being. The installation is a part of Colgate's continuous efforts in driving oral health education and highlighting its impact on overall health with its Ayurvedic offering—Colgate Vedshakti.

The installation was on display from 17–18 July for the people visiting Puri beach.



Speaking about the partnership, Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited, said, *“We are excited to renew the collaboration between Sudarsan Pattnaik and Colgate Vedshakti. Through this beautiful sand installation, we want people to experience the magnificent festival through the medium of sand art and also reiterate the importance of keeping your mouth clean for good overall health.”*

The premium Ayurvedic toothpaste Colgate Vedshakti offers the goodness of a unique blend of powerful Ayurvedic ingredients. Together with Colgate’s oral care expertise and ingredients such as clove, honey, tulsi, neem and amla, it effectively kills germs in the mouth to stop them from entering the body and help maintain great oral and overall health.

Colgate Vedshakti also offers Vedshakti Oil Pulling, an Ayurvedic practice to detoxify the mouth every morning, and Vedshakti Mouth Protect Spray for germ kill and long-lasting fresh breath on the go.

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: <https://www.colgatepalmolive.co.in/>