



## Colgate-Palmolive launches India's first-ever recyclable toothpaste tubes

- Commits to a 100% recyclable packaging for oral care in India in the coming years
- As a pioneer, Colgate is sharing its recyclable technology with others to achieve a circular economy

**India, 24<sup>th</sup> August 2021:** Colgate-Palmolive, the market leader in the oral health sector in India, remains steadfast in its commitment to raising the bar on its sustainable footprint. It is focused on bringing world-class sustainable innovation to not only improve oral care but also work towards preserving the environment.

This pioneering technology is being rolled out on Colgate's Active Salt and Vedshakti variants first, with other brands in its portfolio to follow. Colgate-Palmolive is the first oral care brand to launch such an initiative at scale. Colgate's recyclable tubes are a stepping stone in its journey to achieve 100% recyclability across its oral care portfolio in India.

The new tube is soft, squeezable and recyclable without compromising on key product attributes like taste, which consumers love and have enjoyed for decades.

The company has been using recyclable cartons and boxes for over a decade now and this new initiative is part of the company's continued efforts in its sustainability journey. It marks a new milestone, not just for Colgate-Palmolive, but also the industry at large.

This category leading initiative has been possible with the partnership of EPL Limited (Formerly known as Essel Propack Limited).

Commenting on leading the industry with this path-breaking initiative, **Ram Raghavan, Managing Director, Colgate-Palmolive India**, said, *"Our desire to reimagine a healthier future for the people we serve and for our planet remains our number one priority. With this category leading initiative, along with our consumers and our nation, our planet will also have a future to smile about."*

*We hope that all toothpaste manufacturers will meet recycling standards for their tubes in order to maximize the positive impact it can have on all of us. We are thankful to our partners, EPL, in helping translate this vision into reality."*

Colgate-Palmolive was the first in the world to introduce a recyclable toothpaste tube and is sharing its technology with the industry to support a shift to a greener and much-needed circular economy.

As a part of its Corporate Sustainable Ambitions for 2025, Colgate-Palmolive India aims to drive social impact, help millions of homes, and preserve the environment by improving its carbon footprint and bringing world-class sustainable innovations to its consumers. The brand has continuously contributed to the circular economy and worked towards a Swachh Bharat, through multiple efforts for decades. It has successfully reduced its carbon footprint by switching to a zero-waste model, water conservation and storage, and the use of renewable energy at its manufacturing units in India.

For more information on Recyclable toothpaste, please visit [www.colgate.com/goodness](http://www.colgate.com/goodness)

For more information on our recyclable packaging and sustainability goals, please visit <https://www.colgatepalmolive.co.in/core-values/sustainability>

**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 maximize 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)