



## Colgate brings advanced Electric Toothbrush technology to India!

*~Superior Oral Health delivered by Colgate's ProClinical Electric Toothbrush Range~*

**India, 29 March 2022:** Colgate-Palmolive India, the market leader in Oral Care, introduced sonic technology based electric toothbrushes that give significantly better cleaning versus regular toothbrushes. The Colgate ProClinical electric toothbrushes remove tough to clean plaque and odor causing bacteria. The advanced range comes in a sleek and modern design, is lightweight and easy to use, and is convenient to travel with.

Colgate has launched 3 variants of ProClinical electric toothbrushes with different features, all available on popular E-commerce platforms (Amazon, Flipkart, etc.) and online shop [cpbrush.co.in](http://cpbrush.co.in)



For a superior cleaning experience, **Colgate ProClinical 150 Battery-powered Electric Toothbrushes** combine unique, multi-directional strokes. Its soft, thin-tipped bristles provide sonic vibrations (20,000 strokes/minute) to clean hard-to-reach places while also being gentle on the gums.



With its unique spiral polishing bristles, **Colgate ProClinical 250R Rechargeable Brushes** provide a vigorous yet gentle tooth cleaning. Its small head, powered with sonic technology (up to 30,000 strokes/minute) includes a two-minute timer and an LED charge indicator.

The 150 Battery-powered electric toothbrush comes in two types—Deep Clean and Charcoal, and the 250R Rechargeable toothbrush is available in three varieties—Deep Clean, Charcoal, and Whitening. Both variants help in cleaning plaque 5X better than a manual toothbrush.



**Colgate ProClinical 500R Electric Toothbrushes** pack a sleek, handy design that is driven by sonic technology. It boasts two brushing modes: everyday clean (30,000 strokes/minute) and gentle clean (20,000 strokes/minute). It comes in two varieties—Whitening and Sensitive, both of which feature soft bristles that gently massage your gums while you brush. It comes with a charger and a travel case.

**Commenting on the portfolio of electric toothbrushes, Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited, said, “Colgate is committed to bringing the most advanced oral care innovation to our consumers. Colgate’s Electric Toothbrushes have the most advanced cleaning technology in the world. Not only do our ProClinical range of electric toothbrushes offer superior mouth health, they are also the most elegant and exciting brushing experience ever!”**

The Electric Toothbrushes are available for purchase online and in stores. For more information, please visit <https://www.cpbrush.co.in/collections/electric-toothbrush>

**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)

**Product Specifications:**

 <p>The image shows the retail packaging for the Colgate ProClinical 150 Charcoal electric toothbrush. The box is white with red accents and features the Colgate logo at the top. Text on the box includes 'NEW DESIGN', 'PROCLINICAL 150', 'BATTERY-POWERED ELECTRIC TOOTHBRUSH', 'CHARCOAL', and 'Tough on Plaque, Gentle on Gums'. It also lists benefits: 'Prevents Bacteria Growth', 'Gentle on Gums', 'Removes 5X More Plaque', 'Rechargeable Brush Head', and '2-Minute Timer'. A clear window on the box reveals the black electric toothbrush with a red power button and a triple clean brush head.</p>	<p>For a superior cleaning experience, <b>Colgate ProClinical 150 Battery-powered Electric Toothbrushes</b> combine unique, multi-directional strokes. Its soft, thin-tipped bristles provide sonic vibrations (20,000 strokes/minute) to clean hard-to-reach places while also being gentle on the gums. It comes in two different types, Deep Clean and Charcoal, that helps clean plaque 5X better than a manual toothbrush. It has a slim and lightweight handle, a triple clean brush head that can be replaced, with a 2-minute timer built in.</p>
 <p>The image shows the retail packaging for the Colgate ProClinical 250R Rechargeable Brush. The box is white with red accents and features the Colgate logo at the top. Text on the box includes 'NEW DESIGN', 'Tough on Plaque, Gentle on Gums', 'PROCLINICAL 250R', and 'WHITENING'. It lists benefits: 'WHITENS TEETH 1X FASTER', 'SPECIAL POLISHING BRISTLES', '5X PLAQUE REMOVAL', 'RECHARGEABLE BRUSH HEAD', and '2 MIN. TIMER'. A clear window on the box reveals the white electric toothbrush with a red handle and a small, rounded brush head.</p>	<p>With its unique spiral polishing bristles, <b>Colgate ProClinical 250R Rechargeable Brushes</b> provide a vigorous yet gentle tooth cleaning. Its small head, powered with sonic technology (up to 30,000 strokes/minute) includes a two-minute timer and an LED charge indicator. It is available in Deep clean, Charcoal, and Whitening variants. The brush head rotates in different directions and produces 5 times better plaque cleaning than a manual flat-trim toothbrush, thanks to sonic technology (up to 30,000 strokes/minute). It contains a small head for cleaning hard-to-reach regions, as well as a tongue and cheek cleaner to remove bacteria that cause unpleasant odour. It also includes a two-minute timer and an LED charge indicator.</p>



**Colgate ProClinical 500R** Electric Toothbrushes pack a sleek, handy design that is driven by sonic technology. It boasts two brushing modes: everyday clean (30,000 strokes/ minute) and gentle clean (20,000 strokes/minute). It comes in two varieties: Whitening and Sensitive, both featuring soft bristles that gently massage your gums while you brush. It comes with a charger and a travel case, as well as a timer with a quadrant pacer that switches off when you reach the 2-minute mark.