

## Press Release

### **COLGATE FEATURES IN MAMBA CARTOON TO PROMOTE ORAL HEALTH MONTH**

*Aimed at creating awareness around Oral Health Month and their free dental check up initiative, Colgate-Palmolive has commissioned Unlimited subsidiary, Mamba Media to create a stand alone Colgate comic to run specifically in the Daily Sun newspaper on the 4<sup>th</sup> and 20<sup>th</sup> of August.*

Colgate's aim is to educate male and female readers about the importance of healthy teeth and the four simple steps involved in maintaining an effective oral regime. New to Mamba's advertising medium, Colgate chose to use the comic route as it simply and light-heartedly conveys the message that Colgate is offering free dental check ups at shopping malls across South Africa during the month of August.

In Colgate's cartoon, Dr Rabbit announces that August is Oral Health month and lets readers enjoy a story around characters such as Vuyo and Thandi receiving their free check up and dental advice. The story highlights the healthcare provider's dental care initiative and addresses specific dental issues consumers face if their oral hygiene isn't maintained. "Once readers get to the end of the comic, they know exactly what Colgate is offering and what dangers are involved in dental neglect", says Andrew Kramer, Mamba Media Managing Director.

"Colgate provides maximum cavity protection with our range of calcium and fluoride toothpastes to strengthen teeth and reduce cavities. Oral Health Month in conjunction with Mamba Media is a great opportunity for us to reinforce to consumers the importance of caring for their dental health." says Vilashni Vandayar of Colgate.

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