

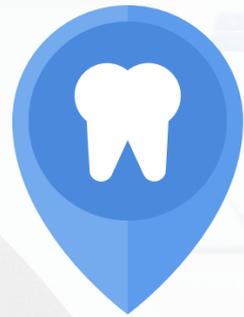


Colgate[®]

TERRACYCLE FOR THE DENTAL PROFESSIONAL

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SALES AND MARKETING BRAND OWNERSHIP OPPORTUNITY

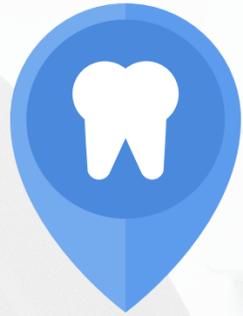
The Colgate logo, featuring the word "Colgate" in white, italicized font on a red rectangular background.

BRAND OWNERSHIP - Currently there is an absence of major CG/ Pharmaceutical brand partnering with DP's to recycle Hygiene/ Samples. (Opportunity to **DISRUPT THIS SPACE** in the dental professional market)

SALES POTENTIAL W/ NON PURCHASING OFFICES – Ability to grow non branded/ non purchasing DP offices to build incremental sales toward scheduled plan customers.

CURRENT CUSTOMER BASE - Offices on current COLGATE ACP can become **WASTE NEUTRAL** by purchasing Colgate products and recycling them in office or from patients. (Including chairside waste: OWP / Varnish/ etc)

ADDITIONAL OFFICE REVENUE - Recycled \$\$ or Points (Terracycle) or potential credit toward plan or Colgate purchases.

The Colgate logo is displayed in white, italicized font on a red rectangular background in the top right corner of the slide.

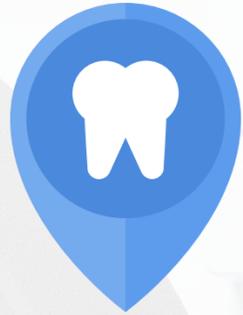
SEGMENTED TARGET MARKET

PEDIATRIC PRACTICES – Educational opportunity for pediatric patient revisit as well as Dental Professional / Community Awareness for practice.

GENERAL PRACTITIONER – Environmentally conscious DP or Cost Conscious Office

WITHIN PRACTICES:

1. Colgate branded recycling station and literature pairing partnership with Terracycle.
2. Visibility of Terracycle/Colgate reclaimed/recycled products on display.



OFFICE DENTAL PROFESSIONAL INSIGHT

ENTHUSIASM - From offices who are ACP customers who are already participating in various environmental/recycling programs in other aspects of life.

AREA OF CONCERN – Offices would like a system that can be placed in office where they can limit or remain worry free about **CROSS CONTAMINATION** within office.

AWARENESS - Dental Professionals are seemingly unaware of current Colgate/ TERRACYCLE program already in place. Offices in field are already participating on their own with Terracycle even though they are not Colgate purchasing office.