



COLGATE® BRUSHES UP PLAYTIME WITH THE FIRST UK PLAYGROUND MADE OF RECYCLED ORAL CARE PRODUCTS



LONDON, 27.09.19: Today Colgate®, alongside recycling partner TerraCycle®, unveils at Cranford Park Primary School in Yateley, Hampshire, the launch of the first playground in the UK made from recycled oral care products.

The playground was made using lumber created with over 30,000 recycled oral care products including toothbrushes, tubes, caps, electric toothbrush heads and toothbrush and toothpaste packaging, and is available for the children to enjoy and use from today. It consists of two slides, a bridge and a tunnel.

The playground made of recycled oral care products was awarded to Cranford Park following a nationwide competition run in association with ASDA, which saw communities vote for the school they would most like to win this coveted prize. The playground is a welcome addition to the school, as for the past year, they have not had a dedicated climbing area where the children could play.

Adding some colour into playtime, Colgate® hopes the playground will be a reminder to the children and their parents about the simple steps we can all take to protect the environment, and how household items such as toothbrushes and toothpastes, can be given a second life after we no longer need them.

Colgate® partnered with TerraCycle® in 2018 to launch the Colgate® Oral Care Recycling Programme, a nationwide recycling solution to ensure that oral care waste is recycled.



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Philip Durocher, General Manager, Colgate UK commented: “Through the Colgate® Oral Care Recycling Programme, which enables anyone to recycle their oral care waste, we want to raise awareness of how children, schools and communities can recycle more of the everyday products they use at home. The new playground made of recycled oral care products at Cranford Park Primary School is a fun example of the creative ways in which toothpastes and toothbrushes can be re-used.”

Rebecca Portch, Teacher, Cranford Park Primary School commented: “We’re so thrilled to have won the recycled playground – particularly after all the community supported us to make it happen. Not only does it mean the children now have an exciting new play area, but it also acts as an important reminder of things we can do to protect the environment. At Cranford Park Primary School, this is something we are passionate about, be it through raising awareness with our eco-counsel, integrating recycling programmes into our school and now also, playing with our amazing, new playground made of recycled oral care products!”

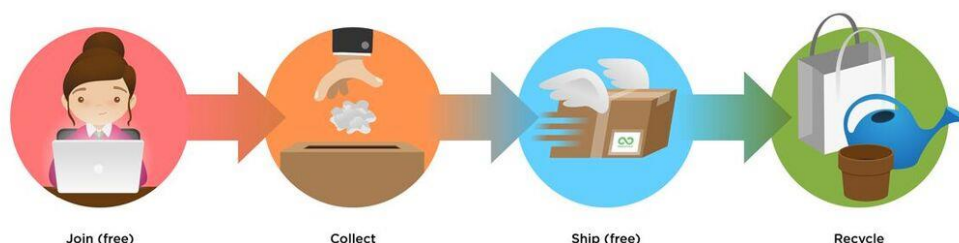
For more information about the competition, please visit: <https://www.terracycle.com/en-GB/contests/colgateplayground>

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Notes to Editors

In November 2018, TerraCycle® and Colgate® announced a free nationwide recycling solution for oral care products and packaging in the UK: The Colgate® Oral Care Recycling Programme. This programme enables people to recycle any brand of toothbrush, toothpaste tubes and caps, toothbrush outer packaging, electric and battery toothbrush heads and toothpaste cartons for free whilst raising funds for the school, charity or non-profit of the sender’s choice.

How the Colgate® Oral Care Recycling Programme works:



There are two different ways to participate in the Colgate® Oral Care Recycling Programme:

1. Drop off your oral care products at your nearest public access drop-off location (there are over 900 in place across the UK) by finding your participating location on the map on The Colgate® Oral Care Recycling Programme page



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2. Set up your public drop-off location. If there are no public drop-off locations near you, you can set up your own.

If you do not have a TerraCycle® account yet, there are three steps you will need to complete to register for the Colgate® Oral Care Recycling Programme.

1. You must create an account at www.terracycle.co.uk by clicking on the sign-up button and filling out the form.
2. Then click "join programme for free" on The Colgate® Oral Care Recycling Programme page.
3. Fill out the public access drop-off location form.

Then when the collector wants to post a shipment, they download a free UPS label from their account, attach it to the shipment and then simply order a free pick-up via UPS by calling 03457 877 877 or book a collection online. UPS will then collect from their location. Or the parcels can also be dropped off at the nearest UPS drop-off point.

For each shipment, over 2 kilos for the Colgate® Oral Care Recycling Programme, the sender receives TerraCycle® points. 100 points is earned per kilo. 100 TerraCycle® points represents £1. The points can then be redeemed to the school, charity or non-profit of the sender's choice.

Once received by TerraCycle®, the oral care products and packaging are sorted and separated by material composition. The separated items are then cleaned, shredded, and the recycled pellet material is used by manufacturers to make products such as benches and fence posts rather than using new virgin plastics.

About Colgate-Palmolive:

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Hill's Ideal Balance.

For more information about Colgate's global business, visit the Company's web site at <http://www.colgatepalmolive.com>. To learn more about Colgate's Sustainability Strategy, visit <http://www.colgatepalmolive.com/en-us/core-values/sustainability>. To learn more about Colgate Bright Smiles, Bright Futures® oral health education program, please visit <http://www.colgatebsbf.com>.



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About TerraCycle®:

Founded in 2001, TerraCycle® (www.terracycle.co.uk) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle® works with over one hundred major brands in twenty-one countries across the globe to collect used packaging and products that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's® National recycling programmes, which are free fundraisers that pay schools, charities and non-profits for every piece of waste they collect and return.

TerraCycle® launched in the UK in September 2009 (its first market in Europe) and today operates in 12 European markets (UK, ROI, France, Germany, Netherlands, Belgium, Spain, Switzerland, Austria, Norway, Sweden and Denmark). In the UK TerraCycle® currently runs collection programmes for cracker and biscuit wrappers, crisp packets, nuts, popcorn and pretzel packets, confectionery wrappers, contact lenses, baby food pouches, Pringles cans, bread packaging, writing instruments, disposable gloves, pet food packaging, air and home care waste, toothbrushes and toothpaste tubes, Aqua Optima water filters, personal care & beauty products / packaging and Tassimo & L'OR coffee pod / TDISC waste. Currently more than 4,996,000 individuals and organisations across the UK have signed up to collect, which to date has diverted over 78 million items of packaging waste from landfill while earning over £940,000 for schools, charities and non-profit organisations.