

# Colgate-Palmolive ramps up efforts to address plastic pollution in response to Green Century Funds shareholder proposal

Contify Retail News

April 17, 2023 Monday 6:30 AM EST

Copyright 2023 Contify.com All Rights Reserved

Length: 971 words

## Body

---

Colgate-Palmolive to accelerate 2030 target-setting for plastic reduction that will prioritize packaging redesign and expansion of reuse and refill models. An estimated 11 million tons of plastic waste is released into the ocean annually, killing more than 1 million marine animals each year.

Key Highlights:

- \* Only 9 percent of all plastic made in the last 60 years has been recycled.
- \* A December 2022 survey found 84% of registered U.S. voters support increasing the use of reusable packaging and foodware.
- \* 80% support requiring companies to reduce their single-use plastic packaging.

Original Press Release:

Boston, April 17 -- Green Century Funds issued the following news release:

Colgate-Palmolive\*, a leading global consumer products company, will enhance its efforts to reduce plastic packaging and scale up reuse models that cut down on single-use plastic. In exchange for this heightened focus on plastic reduction, Green Century Capital Management withdrew its shareholder proposal slated for the company's 2023 annual meeting calling for a reduction of total plastic packaging use.

"An estimated 11 million tons of plastic waste is released into the ocean annually, killing more than 1 million marine animals each year," said Green Century Funds President Leslie Samuelrich. "Plastic pollution demands urgent attention from companies and governments around the world. We applaud Colgate-Palmolive for stepping up its efforts to tackle the plastic crisis."

Colgate-Palmolive to accelerate 2030 target-setting for plastic reduction

Colgate-Palmolive's planned actions include more thorough disclosure in future sustainability reports of reuse pilots the company has launched or planned, such as refillable jars for toothpaste tablets and Palmolive dish gel sold in refillable bottles. The company also will publish a "reuse and refill baseline assessment" in its upcoming 2023 sustainability report and accelerate 2030 target-setting for plastic reduction that will prioritize packaging redesign and expansion of reuse and refill models.

## Colgate-Palmolive ramps up efforts to address plastic pollution in response to Green Century Funds shareholder proposal

"Only 9 percent of all plastic made in the last 60 years has been recycled," said Annie Sanders, Green Century Capital Management's director of shareholder advocacy. "It's clear that we can't recycle our way out of the plastic problem. We look forward to seeing Colgate-Palmolive significantly reduce its total contribution to plastic waste as soon as possible."

States will make producers responsible for the waste they create

The company's focus on plastic reduction comes not a moment too soon: a December 2022 survey found that 84% of registered U.S. voters support increasing the use of reusable packaging and foodware, and 80% support requiring companies to reduce their single-use plastic packaging. Governments are also taking note: since 2021, Maine, Oregon, California and Colorado have adopted the nation's first producer responsibility laws for consumer packaging, which will make producers financially responsible for the packaging waste they create.

"Nothing we use for five minutes should pollute our environment for centuries," added Sanders. "Reuse and refill models, which studies show rank among the most effective ways to replace single-use plastics, are critical solutions that companies must urgently scale up to meet one of the most profound environmental challenges of our time."

A sustainable investment strategy which incorporates environmental, social and governance criteria may result in lower or higher returns than an investment strategy that does not include such criteria.

### About The Green Century Funds

Green Century Capital Management, Inc. (Green Century) is the investment advisor to the Green Century Funds (The Funds). The Green Century Funds are one of the first families of fossil fuel free mutual funds in the United States. Green Century Capital Management hosts an award-winning and in-house shareholder advocacy program and is the only mutual fund company in the U.S. wholly owned by environmental and public health nonprofit organizations.

\*As of December 31st, 2022, Colgate-Palmolive comprised 0.00%, 0.37%, and 0.00% of the Green Century Balanced Fund, the Green Century Equity Fund, and the Green Century International Index Fund. As of the same date, other securities mentioned were not held in the portfolios of any of the Green Century Funds. References to specific securities, which will change due to ongoing management of the Funds, should not be construed as a recommendation by the Funds, their administrator, or their distributor.

You should carefully consider the Fund's investment objectives, risks, charges, and expenses before investing. To obtain a Prospectus that contains this and other information about the Funds please click [here](#), email [info@greencentury.com](mailto:info@greencentury.com), or call 1-800-934-7336. Please read the Prospectus carefully before investing.

Stocks will fluctuate in response to factors that may affect a single company, industry, sector, country, region or the market as a whole and may perform worse than the market. Foreign securities are subject to additional risks such as currency fluctuations, regional economic and political conditions, differences in accounting methods, and other unique risks compared to investing in securities of U.S. issuers. Bonds are subject to a variety of risks including interest rate, credit, and inflation risk.

This information has been prepared from sources believed reliable. The views expressed are as the date of this writing and are those of the Advisor to the Funds.

The Green Century Funds are distributed by UMB Distribution Services, LLC. 235 W Galena Street, Milwaukee, WI 53212. 3/23. UMB and Green Century are unaffiliated.

Colgate-Palmolive ramps up efforts to address plastic pollution in response to Green Century Funds  
shareholder proposal

[Category: Fast Moving Consumer Goods (FMCG), Household Durables, Movies & Entertainment, Containers & Packaging, Specialty Retail, ESG]

Source: Green Century Funds

**Load-Date:** April 18, 2023

---

End of Document

# INTERNATIONAL PATENT: COLGATE-PALMOLIVE COMPANY FILES APPLICATION FOR "SOLID PERSONAL CARE COMPOSITIONS AND METHODS FOR PREVENTING AND TREATING POLLUTION DAMAGE TO SKIN"

US Fed News

September 13, 2022 Tuesday 3:54 AM EST

Copyright 2022 HT Media Ltd. All Rights Reserved

**Length:** 288 words

**Dateline:** GENEVA

## Body

---

GENEVA, Sept. 13 -- COLGATE-PALMOLIVE COMPANY (300 Park Avenue New York, New York 10022) filed a patent application (PCT/US2022/017421) for "SOLID PERSONAL CARE COMPOSITIONS AND METHODS FOR PREVENTING AND TREATING POLLUTION DAMAGE TO SKIN" on Feb 23, 2022. With publication no. WO/2022/187039, the details related to the patent application was published on Sep 09, 2022.

Notably, the patent application was submitted under the International Patent Classification (IPC) system, which is managed by the World Intellectual Property Organization (WIPO). Inventor(s): ROMERO, Jesus Ivan (Av Ejercito Nacional 843 B, Piso 6 Colonia Granada, Delegacion Miguel Hidalgo Ciudad de Mexico, CP 11520), ESPINOSA, Reina (Castillo de Edimburgo #91 Condado de Sayavedra Atizapan de Zaragoza Estado de Mexico, 52938), MORALES, Sara (Calzada de Guadalupe 284 Int 106, Col. Vallejo Gustavo A. Madero Ciudad de Mexico, CP 07780), COHEN, Aaron (10 Landing Lane, Apt. 7F New Brunswick, New Jersey 08901), MAO, Junhong (40 Silvers Lane Plainsboro, New Jersey 08536), FAN, Aixing (44 Reinhart Way Bridgewater, New Jersey 08807) Abstract: Personal care compositions, such as solid personal care compositions, and methods for preventing and/or treating skin pollution or lipid peroxidation of skin are disclosed. The personal care compositions may include a carrier and an antioxidant system. The antioxidant system may include one or more antioxidants and may be present in an effective amount to treat, inhibit, or prevent lipid peroxidation of skin. For more information: <https://patentscope.wipo.int/search/en/detail.jsf?docId=WO2022187039> For any query with respect to this article or any other content requirement, please contact Editor at [contentservices@htlive.com](mailto:contentservices@htlive.com)

**Load-Date:** September 13, 2022

---

End of Document

# Colgate-Palmolive factories receive zero waste certification

CE Noticias Financieras English

May 9, 2022 Monday

Copyright 2022 Content Engine, LLC.

All Rights Reserved

Copyright 2022 CE Noticias Financieras All Rights Reserved

Length: 1153 words

## Body

---

Colgate-Palmolive's units in **São Paulo and São Bernardo do Campo** have just received TRUE certification, for zero waste in manufacturing plants, issued by Green Business Certification Inc. (GBCI).

The achievement came after, for **12 months**, more than **90%** of all non-hazardous waste produced in the two plants were no longer sent to **landfills**, with the adoption of alternatives such as recycling and practices that contribute to reduce the generation of waste itself, besides the reuse and composting of materials. The group is the **pioneer** in Brazil to have this 'seal'.

Still little known in the market, TRUE is the **first international** zero waste certification **program** dedicated to measuring, improving, and recognizing the performance of zero waste facilities.

Obtaining this certification is part of Colgate-Palmolive's global sustainability strategy, which aims to encourage practices that can contribute to positive environmental, health and economic outcomes. With these additional facilities, the organization now has 29 units worldwide that have received TRUE. The goal is to certify **100%** of global operations by **2025**.

"This achievement is extremely important to us. It is a recognition that we have changed our concepts and mindset about waste management," says Riccardo Ricci, president of Colgate-Palmolive in Brazil.

In the search for certification, besides reducing the generation of residues in its plants, the organization started to reuse internally and externally materials that were previously discarded, such as pallets.

The company also promoted changes in the way it receives some inputs (from packaging to bulk), besides implementing actions such as the use of returnable boxes in production, sending residues from the production of toothpaste tubes to the manufacturing of roof tiles and slabs, and transforming organic waste from the restaurants of the two plants into fertilizer, among others.

Denise Saboya, partner and ESG director of the Mazars consultancy, calls attention to the importance of transparency. According to her, as the zero waste movement continues to gain traction around the world, there are growing concerns around greenwashing - misleading, incomplete or distorted talk about a company's actual actions on the sustainable agenda - and unfounded environmental claims.

"Transparency is the answer to these problems, and TRUE certification has an important role to play in increasing the credibility of certified organizations with their consumers."

According to Saboya, the redesign of resource life cycles, such as the one encouraged by TRUE, results in a great market potential.

## Colgate-Palmolive factories receive zero waste certification

She recalls that Brazil is the fourth largest producer of plastic waste in the world, second only to the United States, China and India. There are approximately 11.3 million tons produced annually, but only 1.28% of this amount is recycled.

"Like plastic, we have other materials such as steel, for example, which has an incredible potential for reducing waste generation with the use of recycled raw material itself," she says.

The consultant stresses the importance of reducing solid waste generation to reduce the carbon footprint, especially the one involved in Scope 1.

Trained in environmental management, Livia Baldo, manager of Tera Ambiental, says that the circular economic models minimize waste, eliminate the excessive use of resources, prioritize regenerative resources and, thus, reduce greenhouse gas emissions. "In this way, we can affirm that circularity is necessary for the fulfillment of climate change mitigation goals," he reinforces.

To achieve the certification, and after the project registration, Colgate-Palmolive needed to define a 'TRUE Advisor', who advises the unit in the process. He is a member of the company who underwent technical training at GBCI to understand the assessment guidelines.

It was also necessary to set up a 'Green Team', a group that helped in the search for initiatives that could lead the company to achieve 10% or less of waste going to landfill or incineration. This team was also responsible for supporting the fulfillment of the minimum 64 credits required to get the Platinum level TRUE - the maximum that was obtained by the organization. During approximately one year, the team made adjustments in several areas of the unit to achieve these credits.

For Colgate-Palmolive, the biggest challenge was to understand "very well" all the certification requirements. And, also, to adapt the waste management system to meet the requirements in a short period of time, because the company has ambitious certification goals all over the world.

"When we understood that the use of waste for energy use had a negative impact on the certification results, for example, we had to revisit this flow and find alternatives to send part of this waste, which turned into energy, for composting and recycling," says Malaquias Jimenez, manufacturing director at Colgate-Palmolive.

"One example was the labels, which have a part in siliconized paper and cannot be sent directly for "traditional" recycling. In this case, we found an alternative for transforming the siliconized paper into recycled cellulose. The involvement of people from different areas was fundamental in this whole process," he adds.

In order to promote reuse, a residue segregation system was adopted at the generation points, by means of separate storage areas dedicated to each type of residue. Thus, it was possible to separate them correctly to be sent for recycling, composting, and reuse.

According to Jimenez, Colgate-Palmolive promotes training for all employees, contractors and visitors about the waste management system, besides conducting periodic campaigns on the subject.

Another identified front was to transform the use of food waste from the cafeterias into fertilizer, work done by a partner company, which is used in the vegetable garden (See picture). In this way, stimulating the circular economy. The garden beds themselves are made with recycled materials.

The factories also stopped having individual dumpsters and concentrated the disposal in selective collection centers in the administrative areas, where the cleaning team works. Each person takes and separates their own garbage.

At the same time, according to the director, the company encourages recycling and reuse with small and local partners, stimulating the generation of income and employment in small businesses.

"One example is the pieces of wood that one company transforms into boxes of various sizes to be used by other companies. Furthermore, together with the company that manages the restaurants in the certified units, Colgate-Palmolive has developed procedures and invested in equipment that allows the donation of the excess food

Colgate-Palmolive factories receive zero waste certification

production, supporting an initiative that turns waste into social benefit. These are some concrete actions that illustrate our engagement in this great sustainability movement".

**Load-Date:** August 16, 2022

---

End of Document

# Colgate-Palmolive and Walmart Shake Up the Dish Soap Category

Basic Materials & Resources Monitor Worldwide

April 12, 2022 Tuesday

Copyright 2022 Global Data Point. Provided by Syndigate Media Inc. All Rights Reserved



Length: 451 words

## Body

---

No longer just the realm of entrepreneurial startups, refillable/reusable packaging for household cleaning products has hit the mainstream. In March, Colgate-Palmolive announced the launch of its new Palmolive Shake & Clean Dish Soap product, which features a packaging system made up of a reusable bottle paired with a flexible pouch refill. Together, the bottle and refill are said to result in 75% less plastic waste versus a new 20-oz bottle of Palmolive dish soap. The product is being sold exclusively at Walmart in 2,000 stores nationwide.

Says Joana Baquero, Palmolive marketing director for dish, Every act of care make a difference. Sustainability is a core value that we embrace, and were excited to further deliver on our commitment to sustainability by teaming up with Walmart on this innovation with a breakthrough new technology.

The new technology comes in the form of a 4X-concentrated dish soap gel. The concentrate is packaged in a flexible film pouch that holds 5 oz of the gel, in either a Floral Breeze or Fresh Citrus scent. The product formulation also boasts better-for-the planet attributes. According to Palmolive, the family-friendly formula is free from parabens and phosphates, and uses 100% biodegradable cleaning ingredients.

The reusable bottle, in the iconic Palmolive dish-soap bottle shape, is made from 100% recycled, clear PET. Two years ago, the company began the transition to 100% rPET, moving all of its ultra dish-soap bottles to recycled material for a reduction in plastic of 5,200 tons per year.

We continue this journey with Palmolive Shake & Clean in tandem with Walmart where we can now encourage people to reuse their bottles and lessen their carbon footprint, says Baquero.

Product instructions include three easy steps, advises Palmolive: Fill the empty dish soap bottle with water to a line indicated on the container; add the gel dish soap concentrate; and shake the bottle from side-to-side to activate the formula and produce a 20-oz bottle of dish soap.

The Palmolive Shake & Clean Dish Soap is sold as a starter kit, with one bottle and one refill, in a recyclable paperboard carton, for \$2.49. Two-pack refill kits, also packaged in a paperboard carton, are sold for \$4.78. The products are available in-store and on Walmart.com.

Says Corey Bender, merchandising vice president, household essentials, for Walmart U.S., Walmart has long-standing commitments in sustainability, including selling products that use less resources and generate less



## Colgate-Palmolive and Walmart Shake Up the Dish Soap Category

**waste**. We are thrilled to collaborate with Colgate-Palmolive to bring Palmolive Shake & Clean Dish Soap to our customers, an innovative product that provides very effective cleaning while reducing **plastic waste**.

**Load-Date:** April 12, 2022

---

End of Document

# Colgate-Palmolive PHL, Green Antz Reach First Milestone In Plastic Waste Management Initiative

Business Mirror (Philippines)

May 2, 2021 Sunday

Copyright 2021 Business Mirror All Rights Reserved

Length: 711 words

## Body

---

Colgate-Palmolive Philippines and Green Antz Builders recently reached the initial milestone of their plastic waste management program—they turned over the first of a series of 'Wash and Brush Stations' that was made in part of plastic-sachet waste, to the municipality of Pulilan.

The two companies have been collaborating to divert plastic waste from the environment with their Closed Loop Plastic Waste Management Program in partnership with five local government units (LGUs) and 62 schools in Bulacan.

Green Antz is an innovative, visionary provider of building and housing solutions integrating eco-friendly practices and green technologies in its products and services, and is known for its eco-bricks, eco-pavers, and other materials composed, in part, of waste plastic sachets.

The company's tagline is 'Creating Sustainability. Challenging Poverty. Now.'

The turnover was led by Colgate-Palmolive Philippines President and General Manager Arvind Sachdev, and Green Antz President and CEO Rommel Benig.

The Wash and Brush Station was received by Pulilan Mayor Maria Rosario Ochoa-Montejo.

The handwashing station, constructed with Green Antz eco-bricks located at the Pulilan Public Market, was a joint effort with the Municipal Environment and Natural Resources Office, headed by Roberto Cruz, the Department of Education (DepEd), through District Supervisor Dr. Ana Liza Villanueva, and community members and organizations.

At the turnover, Ochoa-Montejo said safeguarding the environment is a major challenge to the LGU.

'We cannot do it alone. But we do not despair. We are inspired by Colgate-Palmolive Philippines, by Green Antz, by our NGOs [nongovernment organizations] in Pulilan for putting the environment first. This is an advocacy. We are grateful for the help you are extending. Let us continue working hand in hand to preserve our surroundings and the planet,' she said.

Sachdev said: 'At Colgate-Palmolive Philippines, we are committed to help create a healthier and more sustainable future for everyone. We have pledged to allocate resources to divert plastic waste from landfills and oceans, toward our goal of helping eliminate plastic waste and recovering the equivalent amount of plastic we generate in the market.'

## Colgate-Palmolive PHL, Green Antz Reach First Milestone In Plastic Waste Management Initiative

'We welcome this partnership with Green Antz, the different LGUs of Bulacan, and the [DepEd] as it not only helps to divert **plastic waste** but it also fulfills the advocacy of Colgate-Palmolive Philippines of educating our students and the community on proper **waste** management, and instilling new behavior and understanding about **environmental** responsibility,' Sachdev added.

'By helping to collect **plastic waste**, we are able to make Wash and Brush Stations available to the schools and the community. These handwashing stations are most appropriate at this time to help inculcate proper hygiene and cleanliness within the community. This is only the start for us in our efforts to address **plastic waste**,' Sachdev said.

He noted that some 18,000 discarded **plastic** sachets were used in the construction of the first handwashing station.

He said the company is doing its part in providing every Filipino with more **sustainable** products.

These are the **biodegradable** Colgate bamboo toothbrush, the **recycle**-ready Palmolive Shampoo sachets and Palmolive Soap cartons, and soon Colgate Toothpaste in recyclable tubes.

'This way we are increasing the acceptability of our products' packaging in the **recycling** stream,' Sachdev said.

For his part, Benig said at Green Antz 'we are glad to share this simple milestone toward **environmental sustainability**. Even as a handwashing station is highly relevant in helping people to keep healthy during the pandemic, we can collaborate to transform **waste** into a resource of value.'

He added: 'We are glad that more and more people are joining the Green movement. If we combine forces and help each other, we can successfully address the **plastic waste** crisis.'

Besides Pulilan, the Closed Loop **Plastic Waste** Management Program of Colgate-Palmolive Philippines and Green Antz Builders involves the LGUs of Baliwag, Malolos City, Plaridel and San Ildefonso.

It also involves more than five dozen schools, where **plastic waste** is collected, then is processed into eco-bricks and used to construct handwashing stations.

**Load-Date:** May 3, 2021

# Colgate's first recyclable toothpaste tube introduced in SA

Bizcommunity.com (South Africa: Retail)

April 23, 2021 Friday

Copyright 2021 Bizcommunity Publishing SA (Pty) Ltd All Rights Reserved



**Section:** PACKAGING

**Length:** 497 words

## Body

---

Colgate's first recyclable toothpaste tube is now available in South Africa. The oral care brand has launched its new Naturals toothpaste range, with packaging composed of a recyclable plastic tube inside a recycled carton box.

-

100% recyclable packaging by 2025

Most of today's toothpaste tubes are made from sheets of plastic laminate usually a combination of different plastics sandwiched around a thin layer of aluminum. The mix of materials makes it impossible to recycle through conventional methods.

The Colgate Naturals range changes this in South Africa using high-density polyethylene (HDPE), the plastic used to make milk jugs and other plastic bottles that is already widely recycled. The tube has received recognition from the APR (Association of Plastic Recyclers) and RecyClass (an initiative that works on improving recyclability of packaging) which sets recyclability standards for North America and Europe respectively.

Building on ongoing efforts to help people make small, sustainable changes for the better, the recyclable tube is a way Colgate is improving the sustainability profile of our products to help achieve our aim of 100% recyclable packaging by 2025. With this breakthrough, we are proudly helping to build a more environmentally friendly future for generations to come, said Francois Falls, general manager, Colgate South Africa.

<!--EMBED:https://www.bizcommunity.com/Article/196/731/211917.html :EMBED-->

Information sharing inspiring industry change

Toothpaste alone accounts for an estimated 20 billion tubes annually around the world, and so Colgate is sharing its innovative technology with competitors as part of its commitment to transform one of the most widely-used forms of plastic packaging that up until now could not be recycled.

Colgate wants to make tubes a part of the circular economy by keeping this plastic productive and eliminating waste.

## Colgate's first recyclable toothpaste tube introduced in SA

"We're very excited to bring this recyclable technology to life in South Africa. If recyclable tubes are standardised among all companies, we all win. We want all toothpaste tubes, and eventually all kinds of tubes, to meet the same third-party **recycling** standards that we've achieved. We can align on these common standards for tubes and still compete with what's inside them," adds Falls.

<!--EMBED:<https://www.bizcommunity.com/Article/196/457/214922.html> :EMBED-->

Colgate's 2025 **Sustainability** and Social Impact Strategy focuses on three ambitions: promoting well-being and inclusivity; helping people develop healthy habits; and preserving and improving the **environment**. They are supported by actionable targets that uphold Colgate's continued commitment to building **environmental** and social consciousness into every decision.

The Colgate Naturals range is available now at all major retailers in South Africa. The three variants include Charcoal, Hemp Seed Oil and Aloe Vera which contain ingredients that are 99.7% of natural origin to make the paste optimal for everyday protection.

-

**Load-Date:** April 23, 2021

---

End of Document

# Colgate-Palmolive relaunches Ultra dish soap in PCR bottles

MarketLine NewsWire (Formerly Datamonitor)

March 19, 2021 Friday 10:39 AM GMT

Copyright 2021 MarketLine All Rights Reserved



**Section:** PAPER & BOARD

**Length:** 293 words

**Highlight:** US-based consumer products company Colgate-Palmolive has relaunched its new Palmolive Ultra dish soap using fully post-consumer recycled (PCR) plastic bottles.

## Body

---

The move is part of the company's commitment to providing environmentally friendly home care solutions. The new bottle will help Palmolive divert more than 5,200t of plastic a year from landfills across the US and Canada, making it the biggest dish soap brand in North America to shift to fully PCR bottles. As well as the new bottles, Palmolive Ultra is made with fully biodegradable cleaning ingredients.

Colgate-Palmolive North America Home Care general manager Kevin Jordan-Deen said: "At Colgate-Palmolive, we can and will create a healthier, more sustainable future for all. We're proud that Palmolive has become the largest dish soap brand to move to bottles made with fully recycled plastic. "This is a milestone in our ongoing journey to help millions of households adopt healthier, more sustainable habits for their daily routines, which will ultimately lead to a bigger, global impact." The bottles feature labels highlighting the brand's use of recycled plastic, full ingredient transparency and a How2Recycle logo. Colgate-Palmolive joined the How2Recycle programme in 2017. The company aims to communicate recycling instructions clearly so customers can properly recycle their bottles at home and help stimulate the circular economy. Colgate-Palmolive has committed to designing and delivering zero plastic waste solutions across all its products, including eliminating one third of its new plastics by 2025. The company claims this commitment helped it get featured on Fast Company's Most Innovative Companies List this year, as well as Fortune's Change the World List last year. Palmolive is manufactured at Colgate-Palmolive's facility in Cambridge, Ohio, which has gained TRUE Zero Waste certification from Green Business Certification (GBCI).

**Load-Date:** December 5, 2021

# Colgate® Collaborates With Walmart On Recyclable Toothpaste Tube Initiative And Mobilizes Bright Smiles, Bright Futures Dental Vans'

MENAFN - Press Releases (English)

May 4, 2022 Wednesday

Copyright 2022 MENAFN.COM All Rights Reserved



Length: 758 words

## Body

---

[Link to Story](#)

NEW YORK, May 4, 2022 /PRNewswire/ -- Everyone deserves a future they can smile about. That's why this May 2022, Colgate-Palmolive is bringing out its fleet of Bright Smiles, Bright Futures (BSBF) mobile dental vans to visit select Walmart locations nationwide and spread the news of its new recyclable toothpaste tubes in select stores now.

Colgate-Palmolive's tube, the first to be recognized by external recycling authorities as recyclable, is made from High Density Polyethylene (HDPE), the same No. 2 plastic used for milk and detergent bottles. Recycling the tube alongside plastic bottles requires no extra steps -- no rinsing, cutting or cleaning before tossing it into a recycling bin. During this transition phase, some communities may not yet accept tubes and consumers should check locally. Learn more at .

To help alert shoppers to put certain Colgate toothpaste tubes into recycle bins, Colgate created limited edition 'Recycle Me!' tubes. The bold graphics will be found on select tubes of Colgate® Optic White Advanced Sparkling White, Colgate® Cavity Protection, Colgate® Max Fresh Cool, and Colgate® Total Whitening. Colgate will transition the rest of their toothpaste tubes into the recyclable tube by 2023.

Additionally, stopping at 75 Walmart locations across the country, the mobile dental vans will offer free oral health screenings for children by a team of dentists and dental hygienists, distribute free oral health products, and educate and engage local communities about the importance of recycling in practice.

Established in 1991, Colgate Bright Smiles, Bright Futures (BSBF) has reached more than 1.4 billion children in more than 100 countries across the world. The program strategically partners to reach underserved children and their families where they are born, live, work, learn and play. BSBF continues to promote health equity, optimal health and well being, and to lead global social impact efforts that empower children and families to achieve healthy and bright futures. In the US, BSBF dental vans are based in hub-cities and travel to rural and urban communities to help raise awareness about the importance of children's oral health.

Colgate® Collaborates With Walmart On Recyclable Toothpaste Tube Initiative And Mobilizes Bright Smiles,  
Bright Futures Dental Vans'

'Walmart has long-standing commitments in sustainability, including selling products that use less resources and generate less waste,' said Shawn Townzen, Merchandising Vice President, Personal Care for Walmart US. 'We are thrilled to collaborate with Colgate- Palmolive on the 'Recycle Me!' initiative and help educate our customers on the important topic of recycling their toothpaste tubes.'

'Colgate's purpose is to reimagine a healthier future for all - and part of that includes not only taking care of our communities' health but also educating them on the latest recycling innovations. We are proud to collaborate with a retailer like Walmart, which gives us the opportunity to reach consumers across the country.' said Dana Medema, Vice President & General Manager, Oral Care for Colgate-Palmolive in North America.

Colgate is excited to work with Walmart to continue to roll out its first-of-its-kind recyclable tube, and continues to work on education and acceptance of tubes by communities and the recycling industry.

Store visits will kick off nationwide starting on May 1st in Coral Springs, FL and will end on May 28 in Morrisville, NC. For more information on where to find the Colgate BSBF mobile community program, please visit  
About Colgate-Palmolive:

Colgate-Palmolive Company is a caring, innovative growth company reimagining a healthier future for all people, their pets and our planet. Focused on Oral Care, Personal Care, Home Care and Pet Nutrition, the Company sells its products in more than 200 countries and territories under brands such as Colgate, Palmolive, elmex, hello, meridol, Sorriso, Tom's of Maine, EltaMD, Filorga, Irish Spring, PCA Skin, Protex, Sanex, Softsoap, Speed Stick, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. The Company is recognized for its leadership and innovation in promoting environmental sustainability and community well-being, including its achievements in saving water, reducing waste, promoting recyclability and improving children's oral health through its Bright Smiles, Bright Futures program, which has reached more than 1.4 billion children since 1991. For more information about Colgate's global business and how the Company is building a future to smile about, visit .

SOURCE Colgate-Palmolive

MENAFN040520220037320012411D1104156937

**Load-Date:** September 2, 2022