
1. Width (Product Lines within Total Oral Care)

- **Total Toothpastes:** Formulations designed for complete oral health benefits.
- **Total Toothbrushes:** Manual toothbrushes that complement the Total toothpaste benefits.
- **Total Mouthwash:** Alcohol-free mouthwash options for added protection.



2. Depth (Variations within Total Oral Care Lines)

- **Total Toothpaste:**
 - *Colgate Total Advanced Deep Clean:* Targets bacteria for longer-lasting freshness.
 - *Colgate Total Whitening:* Includes whitening agents for a brighter smile.
 - *Colgate Total SF (Stannous Fluoride):* Offers extra cavity and gum protection.



- **Total Toothbrushes:**
 - *Colgate Total 360° Advanced:* Includes a tongue cleaner and specialized bristles.
 - *Colgate Total Charcoal Toothbrush:* Charcoal-infused bristles for a unique cleaning experience.
- **Total Mouthwash:**
 - *Colgate Total 12-Hour Pro-Shield:* Provides all-day bacteria protection.
 - *Colgate Total Advanced Fresh:* Aimed at long-lasting fresh breath.

3. Consistency (Relatedness of Total Oral Care Products)

- **Unified Goal:** All Total products focus on comprehensive oral health by reducing bacteria, improving gum health, and maintaining fresh breath.
 - **Interconnected Use:** Toothpaste, toothbrush, and mouthwash are designed to be used together for optimal protection.
 - **Advanced Formulation:** Consistent use of advanced ingredients like stannous fluoride and specialized bristles emphasizes a science-driven approach.
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