

Colgate Mainstream (Great Regular / Triple Action / Cool Mint/ Blue Minty)

CURRENT

LPE MPP \$2.49 - 110/120g

Group #196



246107



246086

LPE MPP \$3.00 - 160g/175g

Group #105



211852



211916



274853



273949

Ship to trade date : Sep 13th

Hard Changeover & New Size
New price

Hard Changeover & New Size
New price

NEW

LPE MPP \$1.99 - 80g/90g



Great Regular 90g
250683



Triple Action 80g
184102

LPE MPP \$3.50 - 165g/180g



Great Regular 180g
168962



Cool Mint 180g
168866



Blue Minty 165g
168567



Triple Action 165g
168823



-MPP means Maximum Promotional Price. Any references to promotional prices in this document are references to maximum prices below which the customer is always free to sell.

Colgate Mainstream Transition (Improved Formula & Recyclable packaging)

Old Packaging Look



New Packaging Look



- Different Barcodes (Hard change)
- Different price
- Case deals -Promo margin increase
- New grammage (80g/90g & 165g/180g)
- Both bundles 80g/90g & 165g/180g remain in LPE