



Sales Detailer - 2023

Colgate®

Strong Teeth Strong You



SKU	MRP	List Price	Margin
₹10 Pack - 17g	₹10/-	₹9.09/-	10%
₹20 Pack - 38g	₹20/-	₹18.18/-	10%
Mid Pack - 100g	₹66/-	₹60.00/-	10%
Large Family Pack - 200g	₹120/-	₹109.09/-	10%
Saver Pack - 300g+TBR	₹184/-	₹167.27/-	10%

For salesman detailing purpose only.

Colgate®



SIRF
FRESH NAHIN,
MAXFRESH

Colgate®
Intense Whitening

MaxFresh

WITH COOLING CRYSTALS

SPICY FRESH

SKU	MRP	List Price	Margin
Colgate Maxfresh - 18g	₹10/-	₹9.09/-	10%
Colgate Maxfresh - 40g	₹20/-	₹18.18/-	10%
Small Family Pack - 81g	₹66/-	₹60.00/-	10%
Colgate Maxfresh - 150g	₹120/-	₹109.09/-	10%
Colgate Maxfresh - 150g + 150g	₹220/-	₹191.30/-	15%

For salesman detailing purpose only.

Colgate®

New

SIRF FRESH NAHIN, MAXFRESH



TRY NOW

SKU	MRP	List Price	Margin
Colgate Maxfresh Charcoal - 30g	₹20/-	₹18.18/-	10%
Colgate Maxfresh Charcoal - 65g	₹66/-	₹60.00/-	10%
Colgate Maxfresh Charcoal - 130g	₹120/-	₹109.09/-	10%

For salesman detailing purpose only.

Colgate®



10X LONGER* COOLING

SKU	Sizes	MRP	List Price	Margin
Fresh Tea, Fresh Mint, Pepper Mint	100ml	₹60/-	₹52.17/-	15%
Fresh Tea, Fresh Mint, Pepper Mint	250ml	₹165/-	₹143.47/-	15%
Fresh Tea, Fresh Mint, Pepper Mint	500ml	₹315/-	₹273.91/-	15%

* the cooling sensation vs brushing alone

For salesman detailing purpose only.

Colgate



SKU

Sizes

MRP

List Price

Margin

Saunf Mint, Elaichi Fresh

100ml

₹55/-

₹47.82/-

15%

Saunf Mint, Elaichi Fresh

250ml

₹150/-

₹130.43/-

15%

Active Salt, Complete Care, Cool Clove, Gentle Care

250ml

₹165/-

₹143.47/-

15%

For salesman detailing purpose only.



For Internal Circulation Within Colgate Palmolive Only

WHITENS TEETH IN 3 DAYS*



FEEL THE POWER OF OXYGENATED WHITENING

ACTIVE OXYGEN

Millions of active oxygen bubbles released, giving a warming sensation, indicating that the formula is activated & is working

BEYOND SURFACE

Works on the deep layers of the enamel; to remove not only extrinsic, but also intrinsic stains

3 DAYS RESULT

Unlocks your radiant white smile.
Whiter teeth in 3 days*

More Reasons to love **VISIBLE WHITE O2**



Gentle on enamel



Vegan



Gluten Free



Recyclable Tube

KNOW YOUR VISIBLE WHITE PORTFOLIO

PRODUCT	VISIBLE WHITE	VISIBLE WHITE INSTANT	VISIBLE WHITE 02
FORMULA	Silica Stain Removal Technology	Optic Brighteners Technology	Active Oxygen Technology - the only toothpaste in India with this technology!
WORKING ACTION	ACTS ON THE SURFACE OF TOOTH Removes surface stains and prevents stain molecules from attaching to the tooth surface	ACTS ON THE SURFACE OF TOOTH Blue pigment technology bind to the tooth's surface	ACTS INSIDE-OUT ON THE SURFACE OF TOOTH Millions of active oxygen bubbles are released, which whitens from deep layers of the enamel; to remove not only extrinsic, but also intrinsic stains Works on the toughest of micro-stain molecules - helps remove coffee, tea, smoking & wine stains.
EFFECT	1 shade whiter in 1 week.	Whiter teeth from the first brushing. 1 shade whiter in 1 week.	1 shade whiter teeth in 3 days*. Significant effect with regular use

LET YOUR BEST SMILE RADIATE FROM INSIDE-OUT



SKU	MRP	List Price	Margin
Aromatic Mint 50g	₹250/-	₹217.39/-	15%
Aromatic Mint 25g	₹130/-	₹113.04/-	15%
Peppermint Sparkle 50g	₹250/-	₹217.39/-	15%
Peppermint Sparkle 25g	₹130/-	₹113.04/-	15%

Colgate®

One shade
whiter teeth
in one week.



SKU	MRP	List Price	Margin
Trial Pack - 23g	₹30/-	₹27.27/-	10%
Small Family Pack - 50g	₹90/-	₹78.26/-	15%
Large Family Pack - 100g	₹149/-	₹129.57/-	15%
Saver Pack - 200g	₹288/-	₹250.43/-	15%
VW Instant - 100g	₹154/-	₹133.91/-	15%

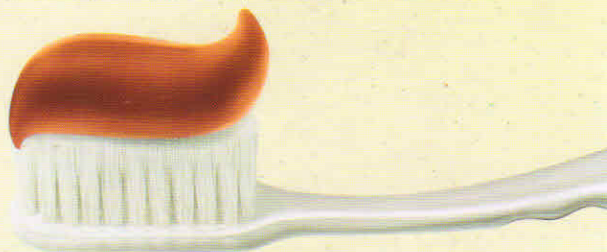
*The formula contains Scientifically proven optic brighteners. Brushing activates them to generate a blue foam that provides a temporary effect leaving your teeth looking whiter right from the first brushing.

For salesman detailing purpose only.

Colgate®

Introducing

NEW



Stronger,[#] Best Ever.*
Taste & Experience



CLOVE
STRENGTHENING



AMLA
ANTI-GERM



NEEM
GUM CARE



TULSI
FRESHNESS



HONEY
MASSAGE

SKU	MRP	LIST PRICE	MARGIN
₹10 Pack - 21g	₹10/-	₹9.09/-	10%
Small Pack - 40g	₹20/-	₹18.18/-	10%
Mid Pack - 100g	₹64/-	₹58.18/-	10%
Value Pack - 140g	₹64/-	₹58.18/-	10%
Large Family Pack - 200g	₹120/-	₹109.09/-	10%
Saver Pack - 400g	₹220/-	₹200.00/-	10%

Mooh Swach toh Aap Healthy

For salesman detailing purpose only.

*Refers to flavor 'Vs. the previous formula

Colgate®

One Spray,
keeps bad
breath away.

#FreshnessKaAsliFix

NEW



Colgate Vedshakti Mouth Protect Spray

SKU	MRP	List Price	Margin
Vedshakti Mouth Protect Spray - 10g	₹99/-	₹86.09/-	15%

For salesman detailing purpose only.

Colgate

Vedshakti
— OIL PULLING —

Start a
Healthy New Ritual!



Oil Pulling?

A 5000 year old practice of swishing of Oil in your mouth every morning.

Benefits?

Known to Deep Clean & Draw Out toxins, benefitting Oral & Overall Health

Why Vedshakti Oil Pulling?

A Unique, antioxidant rich of 5 Oils



Sesame



Clove



Eucalyptus



Basil



Lemon

A Product of Colgate's Oral care expertise and the traditional knowledge of Ayurveda to give you a clean mouth, for a Healthy You

How to do Oil Pulling?



Take one spoonful
in your mouth



Swish & Swirl
for 2-3 minutes



Spit out and
rinse mouth



- Sesame Oil
- Eucalyptus Oil
- Basil Oil
- Clove Oil
- Lemon Oil.

SKU

200ml

MRP

₹350/-

Retailer Margin

15%

For salesman detailing purpose only.

Colgate®

Dental
problems*?
No chance!



SKU	MRP	List Price	Margin
Colgate Active Salt - 18g	₹10/-	₹9.09/-	10%
Colgate Active Salt - 38g	₹20/-	₹18.18/-	10%
Medium Family Pack - 100g	₹69/-	₹62.72/-	10%
Large Family Pack - 200g	₹125/-	₹113.64/-	10%
Saver Pack - 300g	₹172/-	₹156.36/-	10%
Saver Pack - 500g	₹282/-	₹256.36/-	10%

Creative visualisation

*Refers to common dental problems like plaque, cavities, bad breath, yellowness, gum problems

For salesman detailing purpose only.

Colgate®

Dental
problems*?
No chance!



SKU	MRP	List Price	Margin
Colgate Active Salt - 18g	₹10/-	₹9.09/-	10%
Colgate Active Salt - 38g	₹20/-	₹18.18/-	10%
Medium Family Pack - 100g	₹69/-	₹62.72/-	10%
Large Family Pack - 200g	₹125/-	₹113.64/-	10%
Saver Pack - 300g	₹172/-	₹156.36/-	10%
Saver Pack - 500g	₹282/-	₹256.36/-	10%

Creative visualisation.

*Refers to common dental problems like plaque, cavities, bad breath, yellowness, gum problems.

For salesman detailing purpose only.

Colgate®

WITH **NEEM** AND **SALT**.
FOR **HEALTHY TIGHT GUMS**.*



*Helps keep gum problems away when used as directed for oral hygiene.

POWER OF **SALT AND LEMON***
REMOVES **YELLOWNESS**** FROM TEETH



*Unique formulation with salt and lemon. **Helps restore natural whiteness with regular brushing.

SKU	MRP	List Price	Margin
Medium Pack - 100g	₹78/-	₹67.83/-	15%
Large Pack - 200g	₹155/-	₹134.78/-	15%

For salesman detailing purpose only.

Colgate®

Cibaca

Family Protection



1 FRESHER



2 STRONGER



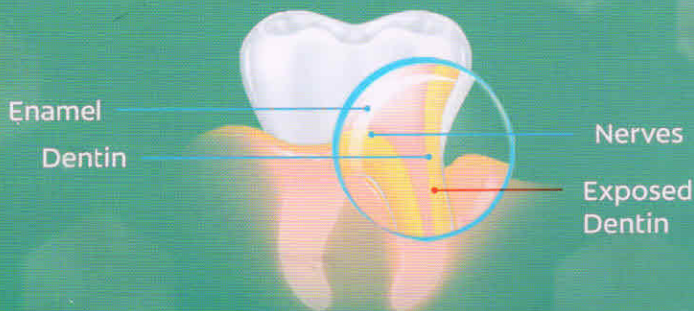
3 WHITER



SKU	MRP	List Price	Margin
20g	₹10/-	₹9.09/-	10%
40g + TBR	₹20/-	₹18.18/-	10%
Mid Pack - 65g	₹30/-	₹27.27/-	10%
Large Family Pack - 175g	₹63/-	₹57.27/-	10%
Saver Pack - 350g	₹121/-	₹110/-	10%

For salesman detailing purpose only.

Clinically Proven Relief from Tooth Sensitivity



SKU	MRP	List Price	Margin
Sensitive - 30g	₹93/-	₹80.87/-	15%
Sensitive Plus - 70g + 70g	₹185/-	₹160.87/-	15%
Sensitive - 80g + 80g	₹185/-	₹160.87/-	15%
Sensitive Clove - 80g + 80g	₹190/-	₹165.22/-	15%

Colgate

Stronger 12-Hour Anti-germ Protection



Fights 8 Dental Problems



SKU	MRP	List Price	Margin
Total Advanced Health 120g	₹154/-	₹140.00/-	10%
Total Advanced Health 120g + 120g	₹298/-	₹270.91/-	10%
Total Charcoal 120g	₹160/-	₹145.45/-	10%
Total Charcoal 120g + 120g	₹310/-	₹281.82/-	10%

For salesman detailing purpose only.

Colgate

**Cleansing Charcoal.
Refreshing mint.**

#MakeItInteresting



**VOTED
PRODUCT
OF
THE YEAR**

Consumer Survey of
Product Innovation
2020

SKU	MRP	List Price	Margin
Large Family Pack - 120g	₹130/-	₹113.0/-	15%
Saver Pack - 240g	₹250/-	₹217.4/-	15%

For salesman detailing purpose only.

Colgate®

Herbal

Stronger Healthier Teeth Naturally



Myrrh



Sage



Eucalyptus



Tea Tree Oil



Chamomile

SKU	MRP	List Price	Margin
Mid Pack - 100g	₹60/-	₹54.54/-	10%
Large Family Pack - 200g	₹104/-	₹94.54/-	10%

For salesman detailing purpose only.

Colgate®

Herbal

Stronger Healthier Teeth Naturally



Myrrh



Sage



Eucalyptus



Tea Tree Oil



Chamomile

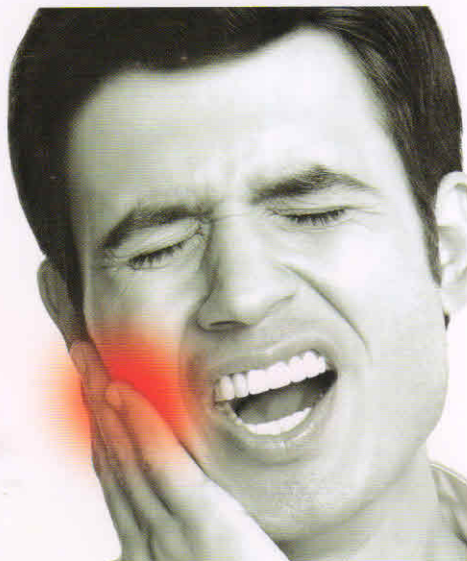
SKU	MRP	List Price	Margin
Mid Pack - 100g	₹60/-	₹54.54/-	10%
Large Family Pack - 200g	₹104/-	₹94.54/-	10%

For salesman detailing purpose only.

Colgate®

TOOTH PAIN? GET EXPRESS RELIEF.

Just **1**
Drop



Ayurvedic Medicine with Clove Oil

For cure, you must visit a dentist

SKU	MRP	List Price	Margin
10g	₹60/-	₹52.17/-	15%

For salesman detailing purpose only.

Colgate®



**Add a smile to
Diabetes Care**



With diabetes, you have a higher risk of gum infections, which affect Blood Glucose Control.

Colgate Diabetes Toothpaste® can:



Kill infection causing bacteria



Help manage gum problems



Complete your diabetes care

Ayurvedic proprietary medicine, Created with Diabetes Experts



Madhunashini: Heals wounds, destroys sugar, anti-inflammatory*



Neem: Anti-germ action*



Jamun Seed Extract: Helps tighten gums, astringent*



Amla: Anti-aging and anti-oxidant*

Specialized toothpaste, created with Diabetes experts.



SKU	MRP	List Price	Margin
70g	₹150/-	₹130.4/-	15%

For salesman detailing purpose only.

Colgate®

BLEEDING GUMS? = GUM INFECTION

Treat now!

SPECIALIST
TOOTHPASTE



Power of Turmeric

Did You **Know?**

90%

of Adults suffer from
gum problems

Symptoms include



Swollen and
Inflamed Gums



Bleeding
Gums



Bad
Breath

- ✓ Reduces gum bleeding
- ✓ Relief from multiple symptoms of gum problems*
- ✓ Works from first brush

Non-stain formula

*As per a study

SKU	80g
MRP	₹150/-
Retailer Margin	10%
List Price	₹136.4/-

For salesman detailing purpose only.

From first tooth to full smile

Teething Mouth



Milk Teeth



Growing Teeth



SKU	MRP	List Price	Margin
Kids Toothpaste 0-2 Years - 70g	₹220/-	₹183.33/-	20%
Kids Toothpaste 3-5 Years - 80g	₹220/-	₹183.33/-	20%
Kids Toothpaste 6-9 Years - 80g	₹220/-	₹183.33/-	20%

Care for your child's milk teeth



Care for your child's growing teeth



SKU	MRP	List Price	Margin
Kids 2-5 Yrs TP 40gm Bubble fruit	₹68/-	₹61.82/-	10%
Kids 2-5 Yrs TP 40gm Strawberry	₹68/-	₹61.82/-	10%
Kids 2-5 Regimen Pack- Bubble fruit	₹140/-	₹127.27/-	10%
Kids 6+ Barbie 80gm Strawberry	₹140/-	₹127.27/-	10%
Kids 6+ Batman 80gm Bubble fruit	₹140/-	₹127.27/-	10%
Kids 6+ Motu Patlu 80gm Bubble fruit	₹140/-	₹127.27/-	10%

Colgate®

For salesman detailing purpose only.

Super Flexi

₹20/-

Ultra Flexible
Technology^{*}

Superior
Cleaning

	MRP	LIST PRICE	MARGIN
Single	₹20	₹14.81	35%
B2G1	₹40	₹29.63	35%

Colgate®

Colgate

SuperFlexi

ULTRA FLEXIBLE TECHNOLOGY

Colgate®

₹20/-

^{*}Refers to the composition & design

Colgate®

For salesman detailing purpose only.

Super FLEXI Charcoal

₹25/-

Charcoal Infused Bristles



Superior Clean

	MRP	LIST PRICE	MARGIN
Single	₹25	₹18.52	35%

Colgate®



Super FLEXI
Charcoal

Charcoal Infused Bristles

Superior Clean

Actual Colgate ₹25

Colgate

For salesman detailing purpose only.

Super FLEXI Salt

₹25/-

India's first Salt Toothbrush

Slim Bristles
help Clean better

Flexible Neck
helps reach corners

	MRP	LIST PRICE	MARGIN
Single	₹25	₹18.52	35%



Colgate®

For salesman detailing purpose only.

Cibaca

1-2-3



1

ZZ Shaped Bristles



2

End Rounded Bristles



3

Tongue Cleaner

Deep Clean

	MRP	LIST PRICE	MARGIN
Single	₹15	₹11.11	35%

Colgate

Cibaca
1-2-3

ZZ Shaped Bristles

15

Tongue Cleaner

Soft

Colgate®

For salesman detailing purpose only.

POWER TIP

**EXTRA
CLEAN**

*Specialized Bristles
for Superior Cleaning*

	MRP	LIST PRICE	MARGIN
Single	₹20	₹14.81	35%



**SUPER
SHINE**

*Helps
Remove Stains*

	MRP	LIST PRICE	MARGIN
Single	₹20	₹14.81	35%



Colgate®

For salesman detailing purpose only.

ZIG ZAG⁺

ANTI-BACTERIAL[^]

₹30/-



**100% Anti-Bacterial
Bristles**

Multi Angled Bristles:
Remove germs in
between teeth

	MRP	LIST PRICE	MARGIN
Single	₹30	₹22.22	35%
PO3	₹70	₹51.85	35%

Colgate®

ZIG ZAG⁺
ANTI-BACTERIAL[^]

100% Anti-Bacterial
Bristles

Colgate®
₹30/-
MEDIUM

Colgate®

For salesman detailing purpose only.

ZIG ZAG Charcoal

ANTI-BACTERIAL[^]

**100% Anti-Bacterial
Charcoal infused bristles**

₹40/-

Multi Angled Bristles:
Remove germs in
between teeth

**Soft
Tongue Cleaner**

	MRP	LIST PRICE	MARGIN
Single	₹40	₹32.00	25%

Colgate®

ZIG ZAG
Charcoal

100% Anti-Bacterial Bristles

₹40/-

Colgate

For salesman detailing purpose only.

ZIG ZAG

• CHARCOAL • NEEM

₹40/-

**The most attractive
6+2 promo**

For the first time, with
Neem and Charcoal
in one Hanger



	MRP	LIST PRICE	MARGIN
Single	₹40	₹32.00	25%



Colgate®

gentle
CLEAN

For salesman detailing purpose only.

₹30/-

Daily Gentle Care

Ultra Soft
Rounded Tip
Bristles



	MRP	LIST PRICE	MARGIN
Single	₹30	₹22.22	35%

Colgate®

For salesman detailing purpose only.

gentle
SENSITIVE

₹55/-

Designed for Sensitive Teeth



	MRP	LIST PRICE	MARGIN
Single	₹55	₹40.75	35%

Colgate®

For salesman detailing purpose only.

gentle
SENSITIVE

Designed for Sensitive Teeth



	MRP	LIST PRICE	MARGIN
B2G1	₹110	₹81.48	35%
B2G2	₹145	₹103.57	40%

Colgate®

For salesman detailing purpose only

gentle

GUMCARE

₹75/-



	MRP	LIST PRICE	MARGIN
Single	₹75	₹53.57	40%
B2G1	₹150	₹107.14	40%

Colgate®

For salesman detailing purpose only.

gentle

ENAMEL

₹99/-



	MRP	LIST PRICE	MARGIN
Single	₹99	₹70.71	40%
B2G2	₹240	₹171	40%

Colgate®

For salesman detailing purpose only.

gentle

ULTRAFOAM



Denser Bristles*
For Superior Foam



Gently Polishes Teeth
& Massages Gums

	MRP	LIST PRICE	MARGIN
PO2	₹260	₹186	40%

Colgate®

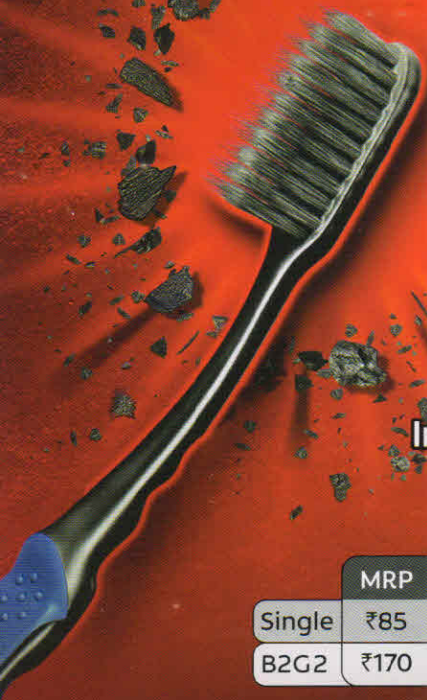
For salesman detailing purpose only.

SlimSoft™

CHARCOAL

₹85/-

17X SLIMMER TIP
BRISTLES*



**Infused with
Charcoal**



	MRP	LIST PRICE	MARGIN
Single	₹85	₹60.71	40%
B2G2	₹170	₹121.43	40%

*vs. ordinary end-rounded bristles

SUPER JUNIOR

**Extra Soft Toothbrush
for Kids 2+ yrs**

	MRP	LIST PRICE	MARGIN
Single	₹20	₹14.18	35%



Modern & Endearing characters on Backer & Decal

Introduction of attractive Decal sticker for the 1st time

KIDS 2+

2+
years

	MRP	LIST PRICE	MARGIN
Single	₹25	₹18.52	35%
PO3	₹50	₹35.71	40%



Extra Soft Bristles

Small Head

3 Attractive shapes



Colgate®

NEW KIDS TOOTHBRUSHES

With Exciting New Characters

KIDS
0-2

0-2
years



Extra Soft Bristles

Small Head

Premium Graphics

	MRP	LIST PRICE	MARGIN
Single	₹30	₹22.22	35%

For salesman detailing purpose only.

Colgate

For salesman detailing purpose only.



Barbie



5+
years

NEW



Stronger age
call-out

Modern,
Premium Graphics
on Backer & Decal

Specially developed
brush handles for
better grip

Specially developed
Suction Cup for
holding brush

	MRP	LIST PRICE	MARGIN
Single	₹79	₹56.43	40%

Colgate®

Kids Saver Packs



Barbie

5+
years



	MRP	LIST PRICE	MARGIN
PO3	₹199	₹142.14	40%

Zig Zag Saver Packs



MRP. ₹70 LIST PRICE ₹52

35% Margin!



MRP. ₹135 LIST PRICE ₹100

35% Margin!



MRP. ₹120 LIST PRICE ₹89

35% Margin!



MRP. ₹99 LIST PRICE ₹73

35% Margin!



	MRP	LIST PRICE	MARGIN
B2G1	₹210	₹150.00	40%



	MRP	LIST PRICE	MARGIN
B2G1	₹210	₹150.00	40%



	MRP	LIST PRICE	MARGIN
Single	₹100	₹71.43	40%
B2G1	₹200	₹142.86	40%

PALMOLIVE

BODY WASH

With exotic natural ingredients, indulgent fragrances and deep moisturizing

Base



Morning Tonic



Absolute Relax

SKU	MRP	Margin
250 ml	₹229	12.50%
750 ml	₹539	12.50%

Scrub & Exfoliation

SKU	MRP	Margin
250 ml	₹249	12.50%
750 ml	₹599	12.50%



Feel the Massage



Coconut Joy

SKU	MRP	Margin
250 ml	₹279	12.50%

Premium



Sensual

SKU	MRP	Margin
750 ml	₹599	12.50%

PALMOLIVE

BODY WASH

With exotic natural ingredients, indulgent fragrances and deep moisturizing

Base



Morning Tonic



Absolute Relax

SKU	MRP	Margin
250 ml	₹229	12.50%
750 ml	₹539	12.50%

Scrub & Exfoliation

SKU	MRP	Margin
250 ml	₹249	12.50%
750 ml	₹599	12.50%



Feel the Massage



Coconut Joy

SKU	MRP	Margin
250 ml	₹279	12.50%

Premium



Sensual

SKU	MRP	Margin
750 ml	₹599	12.50%

PALMOLIVE

HAND WASH

Washes away germs while
leaving hands soft and moisturized

Naturals



NEW

SKU	MRP	Margin
250 ml	₹125	10%
750 ml	₹199	10%

Sea Minerals



NEW

SKU	MRP	Margin
250 ml	₹125	10%
750 ml	₹199	10%

Black Orchid & Milk

Foaming

SKU	MRP	Margin
250 ml	₹140	10%
500 ml	₹180	10%



Raspberry



Lime & Mint

For salesman detailing purpose only.

PALMOLIVE

PREMIUM OIL-BASED RANGE

Nourished skin with luxurious botanical oil extracts

First time ever : 15% front margin

Body Wash



SKU	MRP	Margin
250 ml	₹279	15%
750 ml	₹599	15%

Liquid Hand Wash



SKU	MRP	Margin
750 ml	₹249	15%

Invigorating

For salesman detailing purpose only.

PALMOLIVE®

Experience indulgence with efficacy.
For the first time ever,
ayurvedic ingredients meet essential oils.

hydrating experience
multani mitti &
lavender essential oil



foam
everyday

brightening experience
kesar &
roman chamomile essential oil



scrub
2-3 times a week

purifying anti acne experience
tulsi &
lemongrass essential oil



masque
1-2 times a week

SKU	MRP	Margin
Foam Face wash 100 ml	₹425	18%
Gel Face wash 100 ml	₹299	18%
Face Masque 100 g	₹599	18%
Face Scrub 90 ml	₹599	18%

For salesman detailing purpose only.

Nourishing Shampoo by Halo-Protect your hair in style



SKU	MRP	MARGIN
1000 ml	₹329	12.5%

For salesman detailing purpose only.

SHAMPOO