**For Immediate Release**

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**COLGATE PALMOLIVE INTRODUCES A NEW GROUNDBREAKING PRODUCT, THE FIRST TOOTHPASTE THAT’S GUARANTEED TO PREVENT CAVITIES**

**CAV-Free will be available in stores on April 30th**

**COLGATE PALMOLIVE’S NEW TOOTHPASTE IS GOING TO CHANGE EVERYTHING IN TERMS OF ORAL HEALTH AND DENTISTRY**

**CAV-Free will be Available on April 30th**

New York April 8th, 2014 - - Colgate Palmolive’s CAV-Free brand is the most advanced oral product in the current dental industry. The toothpaste will be available in any store containing health products, costing $19 a tube. CAV-Free can be considered as expensive in comparison to other products, yet its promising result is worth the value. CAV-Free toothpaste is guaranteed to prevent any future cavities only if it is used as directed. The product also whitens teeth, prevents gum disease, eliminates the need for a dentist visit, and refreshes breath. CAV-Free is available ina wide variety of flavors, includingpiña colada, menthol, mint, peppermint, and strawberry.

CAV-Free gives the definition of oral hygiene a new meaning. There are many benefits that come along with this product. Besides giving you a cool, fresh, and bright smile, CAV-Free is financially beneficial. Using CAV-Free prevents frequent visits to the dentist, which helps save money. Although the toothpaste does not fix existing cavities, it is guaranteed to prevent future cavities.

Colgate Palmolive has been the leading brand in oral health care for years. With CAV-Free, Colgate will change the future of oral hygiene. Over centuries Colgate Palmolive has won many recognizable awards, for example Best Global Green Band, World’s Most Admired Companies, and America’s 25 Most Reputable Companies amongst many more. The release of CAV-Free will be as big as when Colgate first introduced their toothpaste in 1873. This breakthrough product will be Colgate Palmolive’s biggest and best invention thus far.

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