



*Make a
lasting
impression*

with
Colgate® **Personalised**



Gain a competitive edge with the
Colgate® **Personalised Range**



Testimonials



Haylee Fuller (RDH)

"We have been ordering personalised toothbrushes from Colgate for the past 8 years and are very pleased with the well thought out design of the product and the customer service. We present them to our hygiene patients and also find them useful to demonstrate toothbrush techniques on the patient. They are great at promoting Gentle Dental Cambridge as a business and we get a lot of patients requesting more of the same toothbrushes. Not only do the patients like the free gift but **we highly recommend them as a great way to promote your dental practice** and get your business name out there."



Dr John Twaddle (BDS. Dip. Clin. Dent in Periodontics)

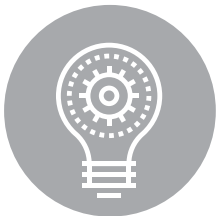
"At East Bay Dental, we have a simple message to patients, if you use the right sort of toothbrush you increase your chance of improving the health of your gums. **We have been particularly diligent seeking out a brush that we can give away to our patients**, as a reminder of that message. The Colgate brush we have chosen, has a slimline head, different bristle length, good quality, soft bristle and a handle that is easy to grip, flexible and it also has enough room on it to easily have the name of our company. It features the name of the company on the handle to perpetually remind the person on the end of the toothbrush, where they got it from!"



Kristin Gault (OHT)

"Our practice includes the Colgate Slimsoft personalised toothbrushes in our patient oral care packs. The toothbrushes are great and our patients absolutely love them. **The personalisation is done to a very high quality and very tastefully too.** The recent inclusion of our practice logo in colour is fantastic and always ensures we stay connected with our patients."

Gain a competitive edge for your practice with **Personalisation**



A powerful and relevant tool for personalised practice marketing



Stand out from the rest!
Personalise your toothbrushes with your practice details for a competitive advantage

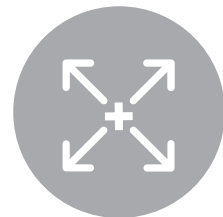
Partner with Colgate, the **#1 Oral Care Brand***, to **successfully grow your practice**



Give your patients the tools for good oral health with Colgate's range



Leverage the strength of the Colgate brand to attract new patients



Increase patient loyalty by retaining and maximising your existing patient base

Personalise toothbrushes from Colgate's market-leading range

Choose your favourite Colgate brush to print on ...

Colgate® 360° Toothbrush

For a healthy whole mouth clean

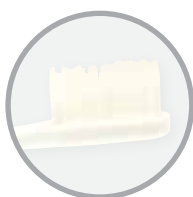


BEST
SELLER



Colgate® SlimSoft™ Toothbrush

For patients who need a deep
and gentle clean

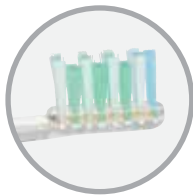


BEST
SELLER



Colgate Total® Professional Toothbrush

For effective plaque removal



Colgate® 360° Sensitive Pro-Relief™ Toothbrush

For patients who have sensitive teeth and gums



Colgate® SlimSoft™ Ortho Toothbrush

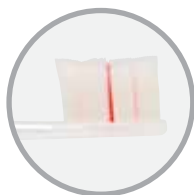
For patients with braces





Colgate® Cushion Clean Toothbrush

For a gentle clean and polish



Colgate® Bamboo Toothbrush

For your more environmentally
conscious patients



Biodegradable*
bamboo handle



Sustainably
grown bamboo

* remove bristles



A complete range of effective plaque removal toothbrushes for every level of **children's oral development**

My First Colgate®
Toothbrush

Ages 0-2



Colgate® Smiles
Junior Toothbrush

Peppa Pig™, ages 2-5



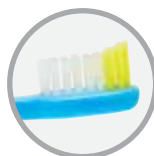
Colgate® Smiles
Youth Toothbrush

Minions™, ages 6+



Colgate® Bright
Smiles Bright
Futures™ Classic
Kids Toothbrush

All ages



With **Colgate** Personalised it's as easy as 1, 2, 3...

Step 1 Design your artwork

Option 1

Use your practice logo to have a personalised logo designed for your surgery (please send your logo in a high res JPEG or PDF format).

Logo Examples



Option 2

Use your practice logo or choose from our pre-designed icons.

PRE-DESIGNED ICONS



Choose your font colour and style.

FONT COLOURS



FONT STYLES

Font style 1

Font style 2

Font style 3

Font style 4

Add your practice details e.g. practice name or contact number.

Step 2 Choose your **FREE** Toothpaste



Colgate Total 40g
RRP \$1.70



Colgate Sensitive Pro-Relief 50g
RRP \$4.99

RRP= Recommended Retail Price only. Retailers are free to sell below this price.

Step 3 Add your **FREE** recyclable Pillow Pack

Complete with patient instructions for brushing & flossing on the back.



Take it to the next level with premium **Colgate Regime Bags**

Select your Manual Toothbrush



Regime Bag with Personalised Brush







Order your Colgate®
Personalised brushes today



Contact your Colgate or Henry Schein Oral Care consultant for more information or call 1800 262 111

Oral Care Consultant: _____ Contact no.: _____