



COLGATE-PALMOLIVE COMPANY

909 River Road
P.O. Box 1343
Piscataway, NJ 08855-1343

May 20, 2021

RE: A.14 Inclusion of Fluoride Toothpaste - Dental Caries

Dear Dr Huttner,

As the world leader in the oral care market, the Colgate-Palmolive Company wishes to express its unequivocal support for the application to establish "Fluoride Toothpaste" as a new category on the EML & EMLc.

For many years, Colgate has delivered fluoride toothpastes of appropriate concentrations to communities around the world. Our products are supported by decades of progressive clinical research, much of which is included in the systematic reviews highlighted in the application. We continue to expand the benefits of our fluoride products beyond caries prevention through advanced formulations whilst improving access and affordability for the populations that we serve.

The application excellently synthesizes the robust clinical trial and public health data (Item 8) underpinning the proven efficacy of these oral care products for the prevention of dental caries. In equal measure, the summary of evidence of safety (Item 10) highlights the comprehensive safety data underpinning the widespread usage of fluoride dentifrices. The available evidence demonstrates the unequivocal benefits of using fluoride toothpaste which are supported by one of the most extensive research programs in history. It is widely believed by experts that fluoride toothpastes have been an important driver for the decline in dental caries seen in the last 50 years (Bratthal *et al.*, 1996). This has been one of the greatest, but often overlooked, successes in Public Health and Preventive Medicine of the 20th & 21st centuries.

As a company, Colgate is committed to sustainably delivering a 'Zero Cavity Future' on a global level; we strongly believe that the inclusion of fluoride toothpaste on the EML & EMLc is a significant and welcome development to securing this ambition.

Colgate has a strong history of partnership with key stakeholders to tackle oral health inequalities. We remain steadfast in our commitment to work closely with public health organizations, NGOs and other stakeholders at the regional, national and international level to improve and protect the oral health of global populations through the use of fluoride toothpaste.

Best Regards,

Maria Emanuel Ryan, DDS, PhD
Vice-President & Chief Dental Officer