



## 60 kids take on a Magical Space Adventure with Colgate

*Colgate launched the new offer- Magical Space Adventure at the Indira Gandhi Planetarium, Lucknow with a fun filled activity for kids*

**Mumbai, January 18, 2017:** Colgate-Palmolive (India) Limited, the market leader in Oral Care, has launched the “Magical Space Adventure” offer for kids to discover a whole new magical universe and create their own stories every day.

This exciting offer was launched at the Indira Gandhi Planetarium, Lucknow with 60 children from NGO (Action Aid) who were fascinated the moment they got seated in the dome shaped auditorium. As the night sky came alive for the kids, they were super excited to take on an adventure trip with the space characters of the offer pack. Kids experienced the real space and learnt interesting facts about the solar system, planets, stars, black holes, galaxies, space showers and meteorites.

The kids were seen at their creative best at the fun activity, showcasing interesting versions of the universe. Each illustration had a unique story to tell. While kids were heard quizzing space facts with each other, they were even seen explaining their illustrations with their stories. Also present at the event was a dentist who spoke to the kids about the importance of oral care.



The Colgate “Magical Space Adventure” has three interesting themes to cut, play and learn – explore the mystical **Alien Planet**, float around the zero gravity **Space Walk** and experience the thrilling **Space Launch**. With more than 15 space characters, these packs will take your kid on an adventurous journey into the magical space world. Colgate Magical Space Adventure has been introduced as an opportunity to learn while having fun. The offer allows the kids to create their own secret universe thereby expanding their creative canvas.

Colgate Strong Teeth not only ensures superior anti-cavity protection for all families, but with this Magical Space Adventure offer also helps make the child’s learning process fun, interesting and experiential.

The Colgate Magical Space Adventure offer, available in 50g, 100g, 200g, 300g and 500g packs of the company’s popular toothpaste brand Colgate Strong Teeth comes in three different themes that cover all the wonderful characters in a never before seen space world.

#### **About Colgate-Palmolive (India) Limited**

Colgate-Palmolive (India) Limited is India’s leading provider of scientifically proven oral care products with multiple benefits at various price points. The range includes toothpastes, toothpowder, toothbrushes and mouthwashes under the “Colgate” brand, as well as a specialized range of dental therapies under the banner of Colgate Oral Pharmaceuticals. These have become an essential part of daily oral hygiene and therapeutic oral care in India. The Company also provides a range of personal care products under the ‘Palmolive’ brand name. Colgate has been ranked as India’s #1 Most Trusted Brand across all categories for four consecutive years from 2003 to 2007 and in 2011 to 2015 by Brand Equity’s Most Trusted Brand Survey. It is the only brand to be in the top three from 2001-2015. For more information about Colgate’s business and products, please visit [www.colgate.co.in](http://www.colgate.co.in)